

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. I.II.

NEW YORK, JULY 19, 1905.

No. 3.

## INDIANA AND HER RESOURCES.

**INDIANA** has 23,567 manufacturing industries of all kinds, which employ the best paid and most skilled labor in the world; 20,000,000 acres of farm lands, of which nearly seventy per cent is under a high state of cultivation, less than two per cent being waste land. The outlook for a good corn, wheat and oat crop is exceedingly bright for this season; one-fifth of the entire State is underlaid with bituminous coal, which has been the source of a great income during the last season.

**INDIANAPOLIS**, with a population of over 200,000, is entered by fourteen steam trunk lines and divisions, and ten interurban lines. **MUNCIE**, with a population of over 32,000, center of the Oil Belt and the largest glass manufacturing district in the country; **TERRE HAUTE** with a population of over 50,000, has eleven steam and two interurban railroads, making it the center.

In these three cities are published the **Indianapolis, Muncie and Terre Haute Stars**, with a combined daily circulation in excess of 140,000; going into the homes of over 1,100 cities and towns, and on 1,078 rural routes, and having the largest actual paid circulation of all the other papers published in these three cities. All the large, national advertisers are using these publications with the very best of results. A fertile territory, covered by the best advertising mediums of the Middle West.

Write us for more particulars.

### STAR PUBLISHING CO.,

*Star Building,*

*Indianapolis.*

C. J. BILLSON,  
Tribune Bldg., N. Y. City,  
Eastern Representative.

JOHN GLASS,  
Poyce Bldg., Chicago,  
Western Representative.

# McClure's—The Marketplace of the World

At a prayer-meeting not long ago a letter was read from a home missionary in the far West who wanted secular reading matter for his people. Many contributions of periodicals were offered, but the matter of postage stood in the way. To moderate this difficulty it was suggested that the magazines be cut down to the reading matter, but at this one little woman got up and said:

"I suggest that we send at least one magazine entire, because when I read a magazine I read advertisements and all, and would not thank you for a periodical shorn of the advertising pages."

This little woman knew why she liked the advertisements. She not only found them interesting, but also found it profitable to patronize the advertisers. Therefore, to her, a magazine was incomplete without its advertising pages.

McCLURE'S MAGAZINE is the Marketplace of the World. In the articles and stories are placed before you scenes of adventure, of romance, of enterprise, of fraud, of corruption, in all its phases, petty and great; of philanthropy, of science, of art and literature; but to complete this, the reader wishes to know what the merchant, the manufacturer and the producer is doing.

He wants to see for himself the products of the great industries. In the reading matter he is told that certain things are done; in the advertising pages he sees the finished product itself,—can examine the texture, is free to look at everything simply from the standpoint of the curious observer, if he wishes. Just as the observer of human nature enjoys walking through an old marketplace, so the reader of McCLURE'S MAGAZINE enjoys a trip through the advertising pages. It is a phase of life. The reader may not be looking for anything in particular, but there is the fascination of inspecting the goods, the intellectual pleasure of learning more and more about the great business enterprises of his time and country, and their varied and notable products; most of these things he needs and all of them he should know.

*Curtis P. Brady*  
Manager, Advertising Department.

From August McCLURE'S.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LII.

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## FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

TWENTY-NINTH PAPER.

Early in the year 1876 there came a personal letter from Gen. Joseph R. Hawley, who was President of the Philadelphia Centennial Commission, as well as Senator from Connecticut, and an owner, in whole or in part, of the *Hartford Courant*; suggesting the advisability of attempting a newspaper exhibition on the Centennial grounds. It would require a good deal of space, and consideration of the subject, led to the conclusion that a separate building would be requisite. For such a structure, in a favorable situation by the shore of the pretty artificial lake that beautified the grounds, a concession was granted; and we undertook to make the exhibition. The plan contemplated a space or pigeon hole for each separate publication, with ample room for attendants and visitors, desks for newspaper correspondents and others, retiring rooms for tired sightseers, chairs, lounges, a plentiful supply of stationery, and whatever else appeared requisite to make the place attractive and comfortable. An architect was engaged to prepare plans and specifications for a building covering 46 feet by 67 of ground space; the main floor being all in one room, arranged with spaces on both sides for the disposal of the papers and the accommodation of attendants. In the center great tables were in position whereon might be displayed files of leading dailies, making them readily accessible for all comers. The central portion of

the structure was open to the roof, producing an airy effect very desirable in the hot summer months during which the exhibition would be held. There were wide galleries around the four sides, approached by flights of stairs in the corners; and these galleries furnished well lighted and well ventilated space for a considerable number of desks, for the free use of newspaper correspondents and others. There were also several small retiring rooms, which, with toilet conveniences near at hand, proved grateful retreats for tired women sightseers, on many occasions.

I had, in my employ at this time, a man whom I had first known as an advertiser. He owned or controlled a proprietary medicine, in the advertising of which a certain caution had been introduced that appeared, in practice, to bring about results quite the opposite of what purported to be aimed at. The conclusion that his advertisements must be withdrawn, and not renewed, had been finally arrived at; and the advertising was the principal detail of business that occupied his time, because a proprietary article, made always after a fixed formula, and put up in a manner that has become established by usage, falls naturally under the management of assistants that are not, necessarily, of a highly paid class, and the matter of sales is still more simple, on account of the distribution being entirely through jobbers, who buy only what they require to supply the trade, and expect to pay for their purchases exactly in accordance with the terms of a price list. For these reasons, a proprietary article that

is no longer pushed into prominence, and is being milked for all the profit there may remain in it, requires little attention; beyond taking charge of the cash that comes in. This man, therefore, surprised me one day by appearing at my office, and saying, "I want you to make a place for me, if you can. I am without very much experience in the details of ordinary business, and I want to learn, and I want occupation; I will try to do a man's work, but expect to begin with a boy's pay; for I can manage to live as I do at present, even if I have no salary." I had taken him at his word, set him at work doing those things that usually are assigned to the youngest members of the office force. He proved to be something of a treasure, was always on hand during office hours, never made any complaints, or offered any excuses, was more careful than any other person I ever knew, to do things always in the exact way it was understood that they should be done; was so reliable and dependable that he gradually rose from one position to another, and was eventually admitted to a partnership, with the approval, and by the advice of Mr. Kent, acquiring a one-sixth interest, Mr. Kent's proportion being at the time increased to one-third.

This man, Mr. Oscar G. Moses, was associated with me until his death in 1900. He was not a Hebrew, although on account of his name I, for a good many years, supposed him to be one. I have no race prejudices; but one day, speaking of the matter with him, I mentioned that I supposed, of course, he was a Jew; and he thereupon assured me that Jews were never farmers, and his ancestors had been agriculturists in Connecticut since the original conquest of that territory from the Pequots. Mr. Moses married a Miss Lee. When they had a son, in the attempt to compliment both father and mother, they called him Oscar Lee, and as the father was familiarly spoken to as Oscar it came about that the boy was addressed as Lee, and wrote his name O. Lee Moses. When

he became a man and had a seat on one of the Stock Exchanges and a transaction was announced in the name of O. Lee Moses, his brother brokers would almost worry the life out of him by shouting out in chorus, "Holy Moses!" A gentleman whom they met at a summer resort and whose most conspicuous feature was a thin specimen of the Roman variety, once said to Lee's mother, "Madame, with your name, and my nose, what a business we could do in Chatham street." It was to Mr. Moses that the duty and responsibility of conducting the newspaper exhibition on the Centennial grounds in Philadelphia were committed. He went there, with half a dozen assistants, some taken from the home office, and others selected from among local applicants, and very faithfully he attended to it all. Every day I would receive a long letter from him, telling me what he proposed to do next, how he would do it, and the reason for doing it, and he would await approval before proceeding. His plans were always well considered and his reasons excellent. I do not recall that I ever saw occasion to criticize one of them, but his excessive caution made delays. I finally instructed him to submit no more plans for approval but to go ahead and manage everything as he thought best and write me daily, not what he wished to do, but what he actually had done. This worked first rate and there arose no occasion, at any time, to regret the trust I had placed in him.

The newspapers responded, with the commendable alacrity, to the request that a six months' subscription for a copy of each edition issued should be contributed to the enterprise; and I do not recall that there was a single refusal to comply with the suggestion, although there were not wanting examples, among publishers, of men who did not particularly like our firm, because they had, or thought they had, a grievance against us on the point of some under-statement of their circulation in the Newspaper Di-

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# THESE EVENING PAPERS LEAD IN "STORE NEWS."

¶ The local merchant, the man who is on the field 365 days in the year, knows the value of his home papers. He cannot be fooled. ¶ Therefore, the foreign advertiser, to get the best results from his appropriation, should follow the wisdom of the local merchant and place his advertising in papers that lead in store news. ¶ Below is a list of high-grade afternoon newspapers that are leaders in their cities, in the amount of local advertising carried :

**THE BALTIMORE NEWS** carries more local advertising between Sundays than any other paper in its city of publication. Its circulation is larger in Baltimore than that of any other paper.

**THE WASHINGTON STAR** carries more local advertising than all the other Washington papers combined. Its home circulation is larger by many thousands than that of any other Washington daily.

**THE INDIANAPOLIS NEWS** leads in Indianapolis. It carries practically every announcement of local merchants, many of which appear exclusively in **THE NEWS**.

**THE MINNEAPOLIS JOURNAL** is a strong favorite with local and foreign advertisers. It carries more advertising than any other newspaper in the Northwest.

**THE MONTREAL STAR** carries more local advertising than any other English newspaper in Canada. Its daily circulation is larger by 20,000 than the combined circulation of all other Montreal English dailies.

¶ There is a logical reason why local merchants favor these five newspapers with their advertising. There is a logical reason why **you** should use them for publicity.

## Special Representatives:

**DAN A. CARROLL,**  
Tribune Building,  
NEW YORK.



**W. Y. PERRY,**  
Tribune Building,  
CHICAGO.

rectory we published or, what was just about as bad—possibly worse—the over-statement of the issues of a competitor.

Just what is meant by circulation, and how it should be ascertained, measured and expressed, is not fully understood and agreed upon even at this day, and in 1876 the views on the subject were not anything like being so well settled as they are now. The small paper, printed on a hand press, knew how many quires were generally wet down. If the supply was purchased from one of the ready print houses, both parties knew, of course, how many quires the weekly package contained, but even then they had difficulty in understanding that four quires counted only ninety-six sheets and ninety-six did not make a hundred; and failed equally to understand that a ream of four hundred and eighty sheets did not produce five hundred papers. In neither case was any allowance thought of for spoiled copies, and much less of such as remained unsold. The daily paper generally thought of its circulation as properly measured by the edition pulled off on some recent, or not very recent occasion, when there had been a special edition printed, that counted more copies than had ever been issued before. "What is the circulation?" was, however, even then, beginning to be a vital question, and any under-estimate, made in a directory, was resented then with considerable more energy and emphasis than it is at the present time.

The number of papers printed in the United States in the year 1876, as shown by the Directory of that year, was eight thousand, one hundred and twenty-nine. Of course some new ones were started after the Directory appeared and a smaller number of those already established would die. The Directory had to be the basis for the arrangement of the papers for exhibition purposes, but it was too bulky, and too expensive, to serve for a catalogue; consequently a smaller volume was prepared—bound in paper covers—that enumerated the 8,129 papers, and

designated each by a number that corresponded to that borne by the pigeon hole where the copies would be kept for ready accessibility when called for. Of course, the Alabama papers were designated by the small figures, beginning with number one, and those of Vermont, Virginia and so on would have the higher figures.

One day a Rhode Island publisher, who was proud of having a circulation of exceeding 8,000 copies, came into possession of one of our catalogues in which his paper was designated as number 7,777, or something like that, and expended a rather liberal sum in telegraphing to our firm, denouncing the error as an outrage, and letting it be known, in pretty plain language, just what we might expect to have done to us, if the injury was not rectified at once and a handsome apology, given as wide publicity as the preceding defamatory understatement had received. A carefully written letter explained the matter fully, but, I believe, that publisher continued, to his dying day, to think we had injured him.

I once heard of a man, who, discussing a name on the visiting list, said to his wife, "You know perfectly well that I don't like that man." "Don't you think you are a little unreasonable?" asked the wife. "Your dislike arose because he did not answer a letter you wrote him, and you found afterwards that the letter was hung up all summer in the pocket of your overcoat, and was never sent to him at all." "Yes, I know that," was the rejoinder, "but it was so long before I found it out that I couldn't overlook his rudeness, and I never forgave him, and I don't believe I ever shall." There is a good deal of ill feeling in this world that is without any firmer foundation.

A dozen of more prominent papers favored our enterprise by a liberal advertising patronage, bestowed upon our exhibition catalogue; but on the whole, the papers of the country were not wholly pleased with the prominence we seemed likely to secure by means of the exhibition we

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# The Advertiser, or the Agent,

who is going to prepare lists and estimates for the Fall campaign will find Rowell's American Newspaper Directory for 1905 a mighty handy, practical and economical assistant. ¶ Over 23,000 newspapers, magazines and periodicals revised to date.

¶ If you estimate with Rowell's Directory, you estimate on the safe side. ¶ Send in your order NOW. ¶ Every advertising agent—every advertiser who spends as much as five hundred dollars a year in general advertising—every maker of material and supplies used in a publisher's office—and every firm who has occasional use for a partial or a complete list of newspapers, class papers and magazines published in the United States or Canada—ought to buy a copy of this Directory.

A descriptive booklet of the Directory will be mailed upon request.

**Cloth and gold; over 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.**

(Recognized Advertising Agents and Book dealers are entitled to a trade discount of 15 per cent.)

**SEND ORDER AND MAKE CHECKS PAYABLE TO**

**CHAS. J. ZINGG, *Manager*,**

**The Printers' Ink Publishing Company,**

**10 Spruce Street (up stairs),**

**NEW YORK CITY.**

were making, and it came about that the most liberal and appreciative notice that our enterprise received from any quarter, was given, in its largest type and on a conspicuous page, in the *London Times*. I took pains to secure a copy, had the page framed and it hung in my office at No. 10 Spruce street for nearly thirty years; occupying a position so elevated that no one could read the print without bringing into requisition the services of a step-ladder. Of late, since PRINTERS' INK has severed its relations with the Advertising Agency, and not only moved into separate quarters of its own but dropped my name as proprietor, Mr. Editor and Publisher Zingg has appropriated the valued *Times* souvenir and given it a place in his office, where it still hangs so high that nobody can read its commendatory words without the aid of the step-ladder, as in former years. If there are any who would like to know what the *Times* really said, they may read it here without climbing up on anything:

THE "TIMES," JULY 25, 1876.

AMERICAN JOURNALISM.

(From Our Special Correspondent.)

Philadelphia, July 10.

I have frequently had occasion to notice the big way in which the Americans do things, and I do not know that it would be easy to find an apter illustration of it than that furnished by the "Centennial Newspaper Building," in the Exhibition grounds. Here you may see any one or, if you like, all of the "8,129 newspapers published regularly in the United States." In England a man thinks it cheap if he is given his choice of a few score of newspapers for a penny, and as our penny is here practically represented, as a rule, by a five-cent or even a ten-cent piece (the smallest shoeblack, for instance, expects ten cents (5d.) for "shining" your boots), a man could scarcely grumble if asked, say a quarter-dollar, or one shilling, for the run of 8,000 papers. Need it be said that in the Centennial Building he can see them, one and all, for nothing? He is not only permitted as a favor to see them, but he is invited, nay pressed, to confer the favor of entering the building and calling for what paper he likes. As he passes the entrance his eye is caught by some such kindly and courteous invitation as "Come in and see a paper from your home." "Write your name in the register, give your card to the superintendent, and make yourself at home." The home into which he is thus cordially welcomed is, moreover, a very pleasant one.

Without any pretensions to imposing architectural effect, it is simple, elegant and neat. Its length is 67 ft., its width, 46 ft., its height, 33 ft. It is admirably lighted and ventilated by long rows of windows and a large lantern roof. Open on all sides, it catches every breath of air that ventures in this weather to stir out, and on one side the air is cooled by passing over the lake, on the border of which the building is pleasantly situated. It is, in fact, altogether about as cool and agreeable a place—quite apart from its literary attractions—as a visitor to the exhibition could wish to be offered a chair in. He may at first wonder how, among 8,000 papers, among them such mighty sheets as the *New York Herald*, he is to get at the small, loved print of his home, thousands of miles away, it may be, over the Rocky Mountains. But the management is so simple that, by consulting the catalogue, or even without the aid of the catalogue, any one can find whatever paper he wants. They are pigeon-holed on shelves in the alphabetical order of their States or Territories and their towns, the names of which are clearly labeled on the shelves. Thus the newspapers of Abbeville, in Alabama, would be found on the first shelf, and those of Laramie City, in Wyoming, on the last. But anybody in difficulties has only to apply to one of the eight superintendents who, all "pinnacles of politeness," are ready to execute his orders as if they bodily belonged to him. If he would like to take notes or write, he has, in two galleries, which run round the upper part of the building, his choice of some thirty desks, with pen, ink, and paper, all provided, of course, gratis; or, if he has ladies with him, or friends with whom he wants a perfectly private chat, there are at his disposal two or three private rooms comfortably fitted up. The visitor is, in fact, so spoilt that before he has been in the building five minutes he begins to feel himself injured because he cannot order at the usual prices of the establishment, an iced "cocktail" and a bath.

It will not, I hope, detract from the merits of this pleasant home and refuge for the warm and wearied readers of newspapers to mention that it is an advertisement, since no attempt is made to disguise the fact. It is a fact which, however harmless in itself, is in America too often mixed up with lofty professions and motives, the juxtaposition with which makes it ludicrous to say nothing worse. No subject seems to be considered too sacred or too sublime to be used as a stalking-horse by some enterprising advertiser. Even the original MS. of the Declaration of Independence, the Magna Charta of every American—above all, every Philadelphian—is exhibited in a patent safe—of course presented gratis—over which the names of the makers are so blazoned that they quite throw into the shade the modest signatures of Franklin and Jefferson; and in the exhibition a fountain with a cross, on which is written, "Ho, every one that thirsteth," supplies water—of course

gratis—to all comers, but also supplies the name of the quarries from which the granite came. But the proprietors of the Centennial Newspaper Building are, avowedly, advertising agents, the largest, I believe, in all America—Messrs. G. P. Rowell & Co., of New York. Their enterprise will cost altogether about \$20,000 or £4,000, including the building and the expenses of "running" it for six months. How much comes out of their pockets I cannot say, as they have been largely subsidized by some of the leading American papers. But they have the management of the enterprise, and will naturally get the lion's share of the glory. It will certainly make their names known all over America, in corners which it may never have reached before. For the Americans are newspaper readers to a man—almost to a child—nor, indeed, does one need to be an American to appreciate the opportunity of resting in a comfortable room, in order to read the latest news from one's home. I have seen quite young children in the building reading their papers as steadily and attentively as any of the adult voters around them.

At first the newspaper exhibition did not receive very much attention from the public; there was so much to see and the newspaper building bore no sign to indicate its character. Finally two great posters were prepared and placed, one on each side of the broad entrance door, proclaiming in mammoth letters the invitation, "Come in and see a paper from home." These were effective. It was often amusing when a group of people, young and old, hailing from a remote region, would be led to ask for the little sheet printed at their county seat or nearest village, and to note the surprise and delight that would mantle the countenances of everyone when the paper was found to be actually forthcoming, could be taken in hand, read at the great table or even carried to one of the private rooms, and learned that for all this there was absolutely nothing to pay. The exhibition entailed a cost of not far from \$20,000. As an advertisement, so far as we could see, it was a flat failure. I was never able to trace a single advertising contract as having been influenced by it; still the influences of advertising are indirect, often concealed, although very real. Notwithstanding the fact that I traced no order to the influence of this enterprise, it is a significant circumstance, that after

paying all outgoes for that year, the net earnings of the office were larger than for any other of the decade between 1871 and 1881, of which 1876 was the central period.

I had positive knowledge that the exhibition made some talk at distant points, for I was riding on a cross country railroad, in northern Iowa, in the chicken shooting season, of that Centennial year, and two countrymen occupied the seat in front of me. It was in the dusk of early evening, nothing to see inside the car, nothing to note on the prairies outside. My ear was attracted by the sound of my own name. One of the two men was returning from a visit to the Centennial Exhibition at Philadelphia, and was regaling his friend with an account of what he had seen; and, at the moment, was dealing with the wonders of my own exhibition. "There was a sign out," he related, "that said 'Come in and see a paper from home.' Every paper printed in the United States was there and almost everybody was there looking at them. It was a big building put up by Rowell & Son of New York. They do an immense business"—and so on and so on. I could not hear the whole but was greatly pleased that I had chanced upon what did come to my ear. The immensity of our business might be in part in the imagination of the narrator and the "Son" mentioned as a member of the firm has never materialized.

It was at the Centennial Exhibition that I first saw John Wanamaker, then a prominent clothing dealer in Philadelphia, under forty years of age, and conspicuous in the work of the Young Men's Christian Association and other good influences. Since then he has become the greatest retail merchant and the best newspaper advertiser that the world has ever produced.

One day, when I visited our exhibition building, the manager told me that a frequent visitor to the place looked so much like me that he had taken pains to find out where he came from and was

anxious to have me see him. He took me over to the Arkansas State Building, where he had ascertained that the man was employed; and, as I knew Dr. Lawrence, the Commissioner, I ventured to ask to be introduced to the man. He was of my own age—about thirty-eight—had my complexion, hair, height and weight, and wore a moustache and goatee as I did then. Dr. Lawrence took a new look at me, said the resemblance was marked and then added, "And his name is Rowell too." The man was called into the private office. He did not seem to take any particular interest in me, or in resemblance in name or person; had never heard of me; knew about the newspaper exhibition building, but did not know whose exhibition it was; had no acquaintance in New England, or the East; and was born—in the Sandwich Islands. And that was all I learned, but he was undeniably a white man, and a blonde. Such are not indigenous to the Sandwich Islands; but I did not solve the riddle. Within comparatively recent years I have read of the death, in those Islands, of an old missionary by the name of Rowell who, it was related, had gone there in the early days, having originally lived in New Hampshire, where my own great-grandfather resided. I possess a list of something more than seven hundred descendants of my respected progenitor just referred to, but the missionary is not among them. Perhaps if I could ascend the ancestral tree one other step, I might discover that there really was a kinship between me and the Arkansas-Kanaka who seemed to be my double.

I took pains to save three sets of sample copies of the papers printed in that Centennial year. They were rather hard to arrange with any system, and it was something of a question what to do with them after they had been collected and boxed up; but before the exhibition ended we were approached by two purchasers, and one set was understood to have been bought for the great

Vatican collection, and a second went to Tasmania; just what they wanted of it there I cannot imagine. The third set, the most complete set of all, I retained for some years, but it was so bulky, filled so many boxes that were always so much in the way, that I often wished somebody would steal the whole collection. That could hardly be done, however, because there was so much of it, it was so heavy, and so unmanageable. I was speaking of this incubus one day to Mr. Ainsworth R. Spofford, so long in charge of the Congressional Library at Washington, and he assured me the Government would be glad to accept the collection as a donation. I took great pleasure in shipping the papers over to him, just as soon as I got back to New York. This was before the new library building was constructed. I often wonder what was done with the assortment. It is undoubtedly valuable, and will grow more so as years pass, but how to arrange them in any way so that any specified one could be referred to as wanted, was something that I could never determine. It is a complete set, containing one copy of every newspaper and periodical published regularly in the United States of America throughout the year 1876. If one should think of binding so many thousands of periodicals, one large like the *Iron Age* and another of liliputian dimensions like the *Philistine*, he would find it more difficult than the traditional Chinese puzzle, said to have mystified the omnipotent Philadelphia lawyer. A hundred years earlier the task would have been comparatively simple; for one of the souvenirs of the newspaper exhibition, given to all who would take it, was a complete American Newspaper Directory for the year 1776, cataloguing a total of thirty-seven papers.

On one occasion, during the Centennial Exhibition, I was spending a night at the Continental Hotel. My partner, Mr. Kent, was there too, and also Mr. S. M. Pettengill. We dined to-

gether, and there was a suggestion made that we visit some place of amusement, I think it was mine, and that I offered to supply the tickets. A question arising as to which theater we would patronize, I recalled to mind a certain rather lively variety show something on the order familiar to New Yorkers who frequented the place in Thirty-fourth street, so long kept by Messrs. Koster & Bial. Mr. Pettengill always had a sanctimonious countenance, and I did not know much about his taste in theatrical matters, so I said to him, "I know a place I would visit, but I would not be willing to have it said that I took you there. I'll show you where it is, and if you feel like buying the tickets, I think Kent will go with you and I know I will." I hardly expected Kent to fully approve of the place but it would do no harm to try it on him. The plan was adopted. Pettengill bought the tickets. The show was broader than I had expected, and I tried to get the two to come away before the last act, and thereby avoid the crush coming out, but, being there—and never likely to come again—they seemed inclined to see it through. Neither one said much about the performance, and I was rather sorry on the whole, that I had taken them there, but soon forgot all about it. A month later, however, Kent was at the Continental and detained over night again, and, to pass the evening, thought for once he would be real devilish and go to the same variety show. He told me about it on his return, how he went alone, bought his ticket, entered the place, took his seat, and who should he find, in the very next seat to his, but Mr. Pettengill. He also had gone alone.

### German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate. 35c. flat. Why not let us run your ad in the

**Lincoln Freie Presse**

LINCOLN, NEB.

### Largest Known Circulation

of any newspaper in the United States, whether morning or evening, selling for more than one cent.

### The Facts with Guarantee Star

will be found in the Roll of Honor, printed in every issue of PRINTERS' INK. : : :

### CHICAGO RECORD-HERALD

### The Des Moines Capital

publishes more department store advertising than all of the other Des Moines newspapers combined. Already this year the largest store in Des Moines has twice broken its previous sales record by the exclusive use of the CAPITAL.

Inquire of local advertisers as to the indispensability of the CAPITAL in Des Moines.

LAFAYETTE YOUNG,  
PUBLISHER.



## MAKING PEOPLE THINK.

### THE BROAD GAUGE ADVERTISING OF A BIG CONSTRUCTION COMPANY.

The Thompson-Starrett Company, one of the largest construction companies in the world, are using the advertising columns of the New York papers day after day—a thing no construction company ever did before—to impress people who have money to invest in buildings with the fact that what they call **COST INSURANCE** is as necessary as fire insurance. Most New Yorkers are familiar with the short pointed advertisements put out by this company whose specialty is the building of sky-scrapers. The Thompson-Starrett Company operate all over the United States but their advertising for the present is confined to New York City. The story of the Thompson-Starrett advertising is interesting because it has demonstrated that newspaper advertising may prove as helpful to the man looking for a million dollar contract as to the man looking for a job.

A big man seated at a big table making a pen and ink sketch of a building was what I saw when I was ushered into the private office of Mr. Theodore Starrett, president of the Thompson-Starrett Company, 51 Wall street, New York. The big man was Mr. Starrett himself.

Building contractors as a class do not believe in newspaper advertising—except for other people. They concede that the retail merchant may be benefited by advertising, but the selling of a dollar's worth of goods over the counter and the securing of a contract for the erection of a sky-scraper are, they say, entirely different propositions. Mr. Starrett takes another view of the matter. "The people who have money to invest in buildings," says Mr. Starrett, "read the newspapers. I had something to say that I knew would interest every man that contemplated erecting a building, and the more money he intended to spend the more he would be interested in what I had to say. I didn't and don't expect anyone to sit down and send me a contract by mail after reading one of my **COST INSURANCE** advertisements. The object of the advertising is to make people think, that's all—just think. The more hard thinking a

man does before he signs a contract for a building the better it is for him and the better for the building trade in general. Irresponsible contractors have played the deuce with the building trade, and the man who has sunk in a building twice the amount he was told the building would cost him is apt to seek other ways of investing his money in the future.

**COST INSURANCE**, which is the theme of all my advertisements, simply means that the man who pays for the building has a right to know, before a single stone is laid, just what the building is to cost him and how long it will take to complete it. We are prepared to make that kind of a contract. There are other construction companies that will do the same. We don't pretend to have a monopoly of the **COST INSURANCE** idea, though the fact that we alone advertise it has tended to create that impression, and has been instrumental in bringing us a good deal of business, so much so that we found it advisable to reduce our advertising from three times to twice a week, and have recently cut it to once a week simply because we have on hand now about all the work we can comfortably attend to. Nevertheless we shall keep pegging away at the **COST INSURANCE** idea, because our object is to impress the man who intends to build with the fact that the only safe contract to make is one that absolutely guarantees the cost and limits the time of construction. Our advertising is really educational in its nature and benefits every responsible contractor. I have been hoping that some of the other construction companies would follow our lead and advertise in the newspapers, because the more publicity that is given to the building business the better it will be for those companies that have the organization and the capital necessary to enable them to guarantee their work."

This is the broad view of advertising; the conception that the function of advertising is not limited to selling goods but that it is an educational force capable of

correcting false impressions and educating the buyer so that he will buy intelligently. In nearly every line of business conditions exist similar to those that induced Mr. Starrett to become an advertiser. Every business is injured by the irresponsible people who get into it; people who promise more than they can perform and who agree to render services for a price that neither they nor anyone else can possibly live up to. The irresponsible man who possesses neither the proper organization nor the requisite capital to engage in a big undertaking is a price-cutter by necessity—he can secure business only by underbidding the man who is better equipped than himself for doing business. The building trade in common with others has suffered from the operations of the irresponsible contractor who gets business on the strength of a low estimate and piles on the "extras" later in order to come out whole. A single recent case—quoted by Mr. Starrett in one of his advertisements—will serve as an example. The owner of a piece of ground in New York City wished to erect a building on it and gave the contract to a man who assured him that the work could be done for \$900,000 dollars. No responsible contractor would agree to do the work for less than a million dollars. While the building was in the course of construction the owner leased it for a long term of years at a rental based on the estimated cost—\$900,000, but when the building was at last completed it was found that the actual cost was \$600,000 in excess of the original estimate. The low price given in the beginning was made simply to secure the order, the contractor relying on his persuasive powers to induce his principal to agree to alterations that would enable him to render a bill for nearly double the amount that the owner had expected to pay. If the owner had proved refractory the contractor would probably have thrown up the job because he had undertaken an impossibility. He had given no

guarantee that the cost of the building would be \$900,000; the owner had merely his "assurance" to that effect. Mr. Starrett was impressed with the fact that that sort of thing if permitted to continue—the case cited is only one of many—would eventually turn the money that ought to be invested in buildings into other and less uncertain channels. He knew that a construction company properly organized and with sufficient capital could agree to erect a



What a simple thing **COST INSURANCE** is. Why should it be necessary to answer questions about it? It simply means that you do in building what you would never dream of failing to do in other matters. If you buy a house that's already built, if you buy a plot of ground, if you buy a suit of clothes or a necktie, don't you find out the price? Why should it not be so in building?

It can be so. It is so. The time will soon come when a man will no more think of undertaking a building without knowing what it will cost than he would think of buying the ground beneath it without knowing what that would cost.

**THOMPSON-STARRETT COMPANY,  
51 WALL ST., NEW YORK.**

building at a specified cost and could live up to their agreement. How to make other people—the people who had money to invest in buildings—realize that fact was the question. Mr. Starrett pondered a while and then determined to advertise in the daily papers.

The first **COST INSURANCE** advertisement was inserted in a special real estate number of the *Mail and Express* last year. It was a big affair, four columns

wide and fifteen inches deep. The argument was, in part, as follows:

The owner who patronizes a Construction Company with a great business and an organization sufficiently large to control the entire building operation and to guarantee the FINISHED cost as well as the time of completion on any work entrusted to it gets a policy of COST INSURANCE on his work of which the value as a protection far exceeds that of any other form of insurance, and the cost is actually less than nothing.

COST INSURANCE in the sense above meant can only be obtained by employing one responsible contractor for the whole work. The builder who, without an organization, undertakes for a nominal fee to parcel the work out among a number of sub-contractors has little or no control over the cost of his work, and none whatever over the time in which it is to be finished; and, in the conditions existing in New York to-day, disaster impends for every owner who patronizes him.

The owner who intrusts his affairs to a builder who is unable or unwilling to insure him against increased expenditures or time of completion is like a merchant who would send a valuable cargo of goods to sea uninsured or leave his property unprotected against loss by fire.

Very rich owners who have had disappointing experiences, and who may be said to be able to afford them, have taken to themselves the false consolation that increased cost meant increased value. But everyone who builds, from the multi-millionaire to the small investor, studies to get his money invested in such a way that it will produce a good revenue. . . . The question that the owner has to answer, therefore, is: Whether he will pay a price that he can afford and know that it is all he has to pay, or whether he will choose the uncertainty of irresponsible estimates with evidence on every hand of the almost invariable result of doubled, trebled and quadrupled total expenditure.

Our business is like that of a merchant. Buildings constructed by us are built at our expense, and the owner who patronizes us gets what is virtually a cost INSURANCE policy without extra charge.

Following this advertisement a systematic campaign was begun, first in the columns of the New York *Sun* and *Evening Post* and more recently in the *Sun*, *Post*, *Times* and *Tribune*. The space occupied in the beginning was usually six inches single column, but Mr. Starrett gradually became convinced that a shorter ad would be better and the space was reduced to about four inches—just about enough space for one hundred words set in pica. No ad was

run more than once, but all of them harped on one string—COST INSURANCE. The two advertisements reproduced in fac-simile in connection with this article and the three that follow will give an idea of the arguments and display used:

A purchaser of a yacht or a motor car gets from the builder a definite agreement as to cost and time of delivery.

The purchaser of a million-dollar building accepts a vague and illusory contract, and remains for months in a state of helpless uncertainty as to the value of his investment.

The removal of this absurd handicap to large building operations will be effected when managers of estates and others controlling capital agree that a clause MUST be inserted in all building contracts providing absolute, unconditional COST INSURANCE.

This company, having organized itself with a view to securing immunity from waste of time and money, is prepared to furnish COST INSURANCE now.

The man who built his house on the wrong side of the street up in the Bronx was luckier than a good many owners are in their building operations.

The man in question tried to save the surveyor's fee, and his luck was due to the fact that after he had finished his house and, in the process of securing a loan, had discovered that it was on the wrong side of the street and on another man's property, he was able to make a trade with the rightful owner.

It cost him more, however, than if he had a surveyor—considerably more.

The man who tries to avoid paying for COST INSURANCE may sometimes be as lucky as our friend, but he generally isn't.

Our advertising is really very unselfish, some might say quixotic, because it has for its object the elevation of the building business; a consummation in the benefits of which all who live by building will participate.

It is rather a drastic process to compel every builder to be responsible for his work, but as Lord Bacon says: "Wounds cannot be cured without searching."

When all owners demand that their builders shall be responsible it will produce a new atmosphere in the building business and will inculcate responsibility and discipline, without which business life is not worth living.

COST INSURANCE means responsibility; responsibility means organization; organization means cure.

The little picture printed in the corner of these advertisements is a sort of trademark of the Thompson-Starrett Company. It represents what has been called the "William Street canyon" and shows two sky-scrapers erected by

Mr. Starrett's Company. Mr. Starrett not only writes his own copy but illustrates his advertisements himself as well; and I think it is safe to say that he is just a little prouder of his success as an advertiser than as a builder of sky-scrapers. His success as a builder he takes as a matter of course—that's his business—but to succeed in an untried field of endeavor is sweeter than to do well the thing that one has been trained to do. And it is something to have broken down the barriers of convention and to have made



**WE WILL BE** perfectly frank with our readers. We do not expect to monopolize the **COST INSURANCE** business. We want to make every owner know that he should, for the moral effect, demand of his builder that the builder shall become financially responsible for the work, that he shall tell the owner how much it will cost before he starts to build.

We expect to get our share of business, but, as we said before, we do not want a monopoly.

**THOMPSON-STARRETT COMPANY,**  
51 Wall Street, New York.

good when every Doubting Thomas was waiting for an opportunity to hoot. I do not know all of the ways in which contracts for buildings are secured, but they are many and sometimes devious, and newspaper advertising has heretofore not been one of them. Mr. Starrett is the first in his line who has disregarded the old methods of securing business and has gone straight to the public with a plain tale simply told.

"My theories about advertising—I haven't any," he says, "except to have something worth saying, say it as convincingly as you can and shut up. Our advertising has brought us a good deal of busi-

ness, but we had to have something to talk about first—we had to have the organization that enables us to do business better than the other fellow."

It is probable that the Thompson-Starrett advertising will be increased this fall. The Storm Agency, 189 Broadway, have the placing of the business.

CHAS. L. BENJAMIN.

### NOTES.

A CATALOGUE of band instruments from J. W. York & Sons, Grand Rapids, Mich., is commendable in its printing and arrangement, but rather handicapped by a dull cover. The design is spiritless and the colors ill-chosen. Cheerier paper, with a fine reproduction of a big engraved tube would be just the thing. There ought to be a human note, too.

A BOOKLET from Cohen's drug and novelty store, in the Reading Terminal, Philadelphia, gives views of the various departments of that establishment, with pictures of historic buildings in its neighborhood, such as Carpenter's Hall, the Old State House, William Penn's Cottage in Fairmount Park, etc. It is well printed and arranged, with lists of goods and comparative prices.

AN attractive picture album of Spokane, Wash., with a few vivid facts for persons seeking a home, has been issued by the citizens of that city for distribution among people visiting the Lewis and Clark Centennial. President Roosevelt's endorsement heads the cover. He said, "I never saw two such cities anywhere as Spokane and Seattle. If my eldest boy was large enough to be choosing a place I would advise him to locate in one or the other of these cities, and it is a shake-up between them."



"THE NEW VOICE."

## A DEPARTMENT STORE IDEA.

As an aid to discovering which newspaper produces the best results for the money invested the coupon scheme adopted by Bloomingdale's, a New York department store, is perhaps as effective as any plan that could be devised.

Mr. C. J. Shearer, advertising manager of the Bloomingdale store says: "We began using coupons in our advertisements about four months ago and the results have been very satisfactory. Not only do the coupons enable us to tell which paper is bringing us the most business but the plan has proven very effective in bringing customers to the store. We began by printing the coupons in connection with our full page advertisements, but recently we have tried the experiment of printing a column of coupons alone, and have found that the idea takes well with the public."

Mr Shearer usually selects half a dozen articles on which an extremely low price can be made and features these articles in the coupon ads. Ordinary bargains, he says, will not do; the offer must really represent a saving that even the most *blase* shopper will recognize as something unusual. In connection with each article advertised the statement is made that none will be sold at the special price "without this coupon," and the salespeople are instructed to enforce this rule strictly. One result of this rule is that the shopper who fails to obtain the article advertised at the special price, because she imagined that the store would lose a sale merely because she had neglected to preserve the advertisement, is impressed with the fact that the Bloomingdale coupon is something more than an ordinary announcement. One disappointment usually teaches the shopper that the coupon has a real value and she is careful to clip it another time in order to obtain the benefit of the special price. Giving the ad itself a value insures its preservation, and the ad

that is not only read but is preserved by the reader comes pretty near being as effective as it is possible to make an advertisement.

In order to trace returns each ad bears in one corner the ini-

*Don't Forget to*  
**Bloomingdale's**  
*123 1/2 St. Ave. 3rd to 60th St.*

## A Column OF Coupons

well worth clipping. Each represents a saving opportunity unprecedented.

### Coupon.

**Wonderful Value.**

Upon presentation of this coupon we will sell you a fashionable handbag

**for 69c.**

the value of which is \$2.00.



Eight different styles. Walrus grain leather, 9 to 11 inches long, gold plated, patent locks. Braided Vienna, gold plate capped handles. Some fitted with purse and card case.

Many of these bags cost \$2.00 at wholesale.

**None Sold at This Price Without This Coupon.**

Bloomingdale's, Main Floor, 3215 St. Section.

tial letter of the paper in which it is printed. The salespeople at the close of each day's business turn the coupons they have received into the advertising department together with a state-

ment showing the number of coupons clipped from each paper. The figures given in these reports are tabulated by one of the checking clerks and the total returns from each paper are entered on a slip for the information of the advertising manager.

The Bloomingdale advertisement appears daily in the *Evening Journal*, *Evening World*, *Evening Sun*, *Globe*, *Evening Mail* and *Evening Telegram*. The *Herald* is used on an average of three times a week but the evening papers are preferred on weekdays. On Sundays full page ads are printed in the *Journal*, *World* and *Herald*, and in the two German papers—the *Staats-Zeitung* and the *Revue*. Mr. Shearer said that the coupon scheme has demonstrated which of the papers named has produced the best results but he declined to name the paper. Knowing that the bulk of the Bloomingdale advertising is printed in the *World* and *Journal* I asked him if the paper that had produced the best results was the *World*.

"I will answer that one question but no more," said Mr. Shearer, "No, it wasn't the *World*." It may be inferred therefore that it was the *Journal*.

#### A DOUBLE-HEADER AD.

A well-known clothing house in town advertised to supply teamsters with straw bonnets for their horses. The bonnets bore the name of the firm in big black letters; and while accepted gladly by the teamsters, a great many of the men have turned the bonnets wrong side out so that the printing would not show. A teamster was observed coming out of one of this firm's stores the other day with two bonnets, but the concern had painted its name both on the inside and outside, so that it had evidently caught on to the trick of the teamsters.—*New York Sun*.

#### TELEPHONE TRADE IS GOOD BUSINESS.

Department stores are now arranging to take care of all night orders received by telephone. One advantage is found in the fact that a shopper can file her order for bargains as quoted in evening papers without the inconvenience of visiting the store in the day rush. She is thus also enabled to anticipate the "all sold out" announcement affecting cut rate offerings. Deliveries as a rule are facilitated.—*New York Sun*.

#### PHILANTHROPY AS A THEME IN MEDICAL ADVERTISING.

The eagerness with which the picturesque tribe of patent medicine fakirs seizes upon any drift of public opinion to advertise itself has been well illustrated since the discussion of the Rockefeller gift has become widespread. Thus a Milwaukee peripatetic styles himself "the young philanthropist," and his advertising matter is largely devoted to a somewhat general account of the "enormous fortune" amassed by this expert in the cure of deafness, and his peculiar method of dispensing charity. The altruistic intent of another quack, the proprietor of a Missouri "Temple of Health," is emphasized in his flaring advertisements. "Men have been crowned as heroes who have saved a dozen lives," he writes, with proper regard for facts, and then adds, in the tone of the women of Israel praising the exploits of the youthful David, "But what of a man who has saved his thousands, and who is saving others every day?" Paragraph follows paragraph in the same strain. Invalid chairs and crutches are pictured, once depended upon by a part of the multitude of people who now shout aloud his name in gratitude, but now abandoned. The "it pays" and "it's money in your pocket to take my treatment" argument which appealed to the victims of last year is out of date. The patent medicine psychologists have discovered the magic word philanthropy, and they will use it until another is found that produces better results.—*New York Evening Post*.

#### ADVERTISING FOR LITERARY SUCKERS.

In a recent number of a magazine given over to short stories thirteen separate advertisements of expert story manipulators appear. Compare this with the five "splendid opportunities" to buy stock in mining and oil companies explained in the same issue, and the wide prevalence of literary aspiration may be guessed. The comparison is not unfair. The methods of exploiting literature and wildcat stocks are in many ways similar. Wild stories of authors' earnings and the conscienceless exaggerations of publishers keep the credulous alert. Sir Arthur Conan Doyle was paid 60 cents a word for his latest series of Sherlock Holmes stories—what better catch line for the manuscript shark's advertisement is wanted?

Mr. So-and-So advertises that Mr. Timely's book has just gone into its seventeenth edition—who does not envy Mr. Timely? Yet it is worth while, perhaps, to remind our friends that Dr. Doyle's case is exceptional, and that the bookbinder swears that for Mr. Publisher So-and-So he has bound up just 720 copies of Mr. Timely's work. There is a school of get-literary-quick gentlemen to be avoided as studiously as the financial school of the type that flourished under Mr. 520-per-cent Miller.—*New York Evening Post*.

## ADVERTISING A PRIVATE SCHOOL.

Private schools that use the high-grade magazines in advertising show a decided tendency of late to increase their space and employ illustrations. Where the average school announcement a few years ago seldom ran more than an inch, and was of a formal character, some of the most successful institutions now take full pages. Their pictures are handsome, and the perfunctory card has been replaced with copy that really approaches the argumentative. There are two reasons for this improvement. Private schools are learning ways of following up inquiries to better advantage, and how to dispose their advertising campaign so that larger announcements appear in the vital months. Second, the private school has a larger clientele than formerly. Parents in the middle classes, as well as farmers, now send their children to private institutions because they are more prosperous, and also because the idea of snobishness once connected with private schools is dying out.

School advertising is taken by the magazines at a classified rate, and is not so profitable to them as other classes of business because announcements are small. But every magazine that carries even a page or two of this publicity values it far beyond the revenue it brings because it stands as a mark of quality circulation. School advertising is an indication of blue blood, and the best magazines seek it sedulously. The *Review of Reviews* is said to carry more school business than any other magazine. *Scribner's* is counted next. *Harper's Monthly*, *Century*, *Atlantic Monthly*, *McClure's*, *World's Work*, *Book-lovers*, *Cosmopolitan*, *Munsey's* and *Leslie's Monthly* also carry school announcements in greater or less numbers, while among the weekly magazines the *Outlook*, *Independent*, *Literary Digest* and *Collier's* are representative mediums. The religious weeklies, too, carry their proportion. It is rather curious that the women's

magazines have never built up a school following, and quite as remarkable that the agricultural papers have never interested agricultural colleges in seeking students through publicity. The agricultural school is becoming a strong factor in the West, and could doubtless advertise to excellent advantage. Several agencies give especial attention to school copy, among those handling the most of it being N. W. Ayer & Son, Philadelphia, and the Geo. C. Batten Co., New York.

School advertising done to the best advantage implies a campaign laid out for the entire year in one or more representative mediums. The discounts for space under such an arrangement are large. *Scribner's* discount for three insertions, for example, is five per cent, for six insertions ten per cent, and for twelve insertions twenty per cent. A school spending \$125 in a year with *Scribner's* could have three two-inch announcements single column, three one-inch, and six half-inch. The two-inch ads should appear in July, August and September, the season when most persons are thinking of selecting a school. A one-inch ad in June is advisable, while one-inch announcements in October and December will be likely to bring results from people who are making a selection for the spring term. Half-inch ads are printed the other six months. An illustration can be used in a two-inch ad, but in no smaller announcement; the rules of classified advertising prohibit this. In the one-inch ads a special form of display type is permitted, while all smaller announcements must conform to the regular classified style. A six months' campaign is most productive when centered on the months from April to September. Private schools use from one to half a dozen magazines, and also advertise in their home papers before the opening of the term, thereby securing local students.

At the beginning of the school advertising season a year ago the



advertising department of *Scribner's* sent out 500 inquiry cards to private schools, asking the views of principals as to the best methods of advertising such an institution. The query aroused so much interest that 450 replies were received, and it was found that by far the greater number believed that a private school is best advertised through its alumni. Former students, being often consulted by parents seeking a school, have it in their power to say the decisive word that brings the actual student. Many of the principals thought that a school should be constantly represented in a few magazines so that its old graduates would be sure it had not gone out of existence, if for no other reason. Others traced a satisfactory number of students to their cards in the magazines, but the majority seemed to look upon advertising as something it was necessary to do because other schools advertised, and said that they had failed to trace more than one or two pupils a year to their announcements. Investigation of one case in Massachusetts, a school principal who had advertised steadily sixteen years and got but one student, showed that the fault lay altogether in lack of follow-up work. This school was admirably equipped and had a large attendance. Its advertising copy was good and handled through a capable agent. It had a good catalogue, and the advertising brought plenty of requests for it. But after the book had been forwarded with a single letter the principal's work ceased. Under the direction of one of the *Scribner's* advertising staff he has since followed up inquiries with two or three letters, or as many as may be needed, with the result that the whole aspect of his advertising has changed, and it is now in a fair way to pay a profit upon the whole sixteen years' expenditure.

*Scribner's* has taken up the work of helping school advertisers make space productive. Summaries of replies received from educators have been published in

the magazine's advertising pages the past two seasons, and are now incorporated in a little brochure entitled "The Private School."

#### GET A FRESH HOLD.

There is no real reason why a capable advertisement writer should ever develop a "glass arm" or a wooden brain.

Nor why he should degenerate into a mere one-ideal grappler for words. It is all in the point of view.

Let the writer get away from the mere mechanical production of sentences.

Let him forget all that he knows about his proposition and start to learn it over again.

He will then find his subject more fresh and inspiring every time he tackles it.

It is the common fault with advertisement writers that they get too close to their work.

They see only the picking of words, the interspersing of commas and the sprinkling of semicolons, the selection of strong display lines.

This is going about the most interesting task in the world in the clumsiest way.

It is like painting a sunset with an air brush, or carving a Venus with a steam drill.

Words and punctuation and typography are important but they dwindle into insignificance when compared with the idea to be expressed.

And the driest—dullest—dingiest merchandising subject on earth, if looked through the magic spectacles of an imaginative, creative and resourceful mind, develops stirring ideas for effective and original exploitation.

Put your subject out at arm's length and look it over for missed possibilities.—*Judicious Advertising.*

#### ADVERTISING LETS NO ONE FALL BEHIND.

Always a moulder of public opinion as to what we shall eat or wear or waste, advertising has been rapidly conquering for itself, of recent years, more important spheres of action in the realms of high politics and not so very high finance. It is a curious fact, and somewhat a sad one, that the average citizen nowadays may, by a slight effort of abstinence from editorial columns, monthly reviews, and public assemblies, remain in complete ignorance as to what is the best foreign policy for him, or the true attitude towards the Trusts, while the truth as to the best tailor or the best breakfast-food blazes down at him unavoidably from every available surface in the visible world.—*New York Evening Post.*

GYER—"Fitzem, the clothier, is advertising a silk umbrella free with each twenty-dollar overcoat he sells."

Mrs. Gyer—"That's nothing. Bloom, the florist, is giving away the earth with each plant he sells."—*Chicago News.*

## THE CHICAGO "RECORD-HERALD."

HOW A SUCCESSFUL PAPER HAS BEEN BUILT OUT OF TWO NEWSPAPER PROPERTIES THAT WERE NEVER PROFITABLE—THE FIRST TIME IN WHICH THE FOLLOWING AND CHARACTER OF SEPARATE JOURNALS HAVE BEEN PRESERVED IN THE MERGER—THE "RECORD-HERALD'S" DEVELOPMENT OF AN UNFAVORABLE FIELD.

Many of the most conspicuous newspaper successes have been made out of newspaper failures—the right man coming along at the right time and taking hold after the wrong man failed. Indeed, a very little knowledge of American newspaper history would lead one to believe that somebody has to fail with a newspaper enterprise before anybody can make it successful.

The Chicago *Record-Herald* not only began in failure, but was a sort of merger of failures. As it stands to-day, this property embodies four distinct newspapers of the past, one of which only was ever a financial success. The *Chicago Times* and *Herald* were combined in the *Times-Herald* by the late James W. Scott and on his death passed to the ownership and management of H. H. Kohlsaat, who found therein a means of dropping a good deal of money.

The story of Mr. Lawson's experience with the *Record* is as instructive as his success with the *Daily News*, for while the latter has laid down fundamental principles for the one-cent evening newspaper, the *Record* proved with equal clearness that the one-cent morning daily is a questionable proposition. No publisher of a morning paper should ever dig up the hatchet and cut his price to a penny until he has thoroughly studied the history of the Chicago *Record*.

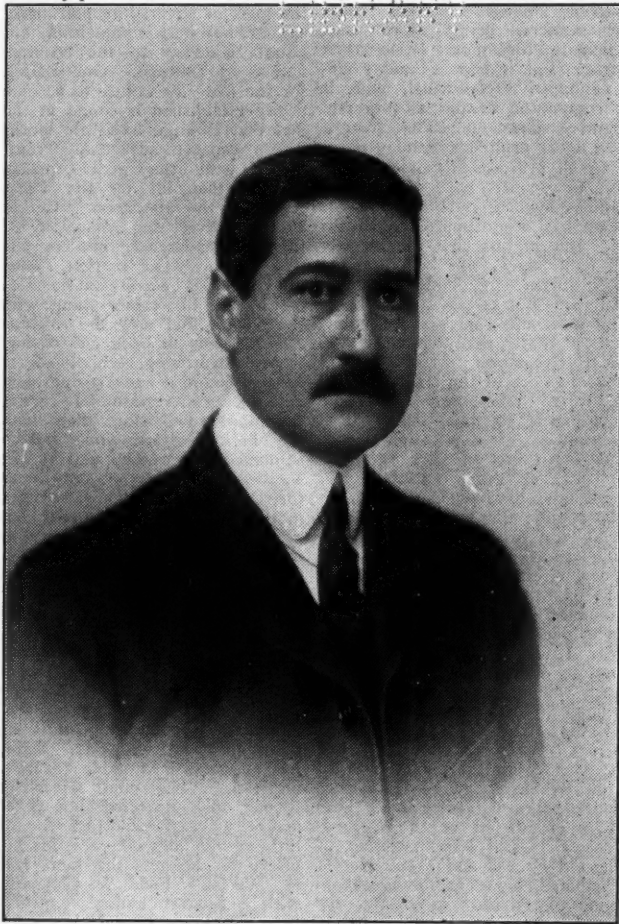
In its day this paper was one of the very best ever published in the United States from the news and literary standpoints. William E. Curtis and Trumbull White covered the world as its foreign correspondents, sending home

daily letters of a quality that gave it a high-class magazine flavor. Washington was also covered most thoroughly, and the *Record* had the same sort of special news service for all large events as is now to be seen in the *Daily News's* Japanese-Russian war correspondence. Eugene Field and Carl Smith wrote regularly for the *Chicago Record*. George Ade and John McCutcheon found themselves on its editorial page, and some of their best work is embalmed in its files. Seymour Eaton introduced the home study idea, and there were literally dozens of lesser features in the paper that make present-day Chicago dailies seem rather bare to old-timers. Added to all these attractions, the *Record* was sold at a cent in Chicago, and proved to be, if not a competitor of the two-cent morning papers, at least enough of a bugaboo to eventually bring them all down to its price level. Yet at no time in its history was the *Record* ever in the way of becoming a property to be compared with the *Daily News* or *Chicago Tribune*, while some authorities say that it never paid a profit, but was always supported as an adjunct of the *Daily News* in the belief that eventually real merit would bring its own financial reward. But the tide never turned. The fallacy of one-cent morning papers became apparent to Mr. Lawson and all the Chicago morning dailies went back to two cents by agreement.

When Mr. Hearst made his whirlwind entrance into the Chicago field in 1900, bringing what then seemed to be the crack-of-doom, there were shiftings and changes among existing newspaper properties. Mr. Lawson disposed of the *Record* to Mr. Kohlsaat who merged the *Times-Herald* and *Record* in the spring of 1901, Frank B. Noyes becoming the publisher of the consolidated paper. Later Mr. Noyes became editor also, Mr. Kohlsaat retiring, and to-day the ownership of the stock is in Mr. Noyes' name, and Lawson's relation to the property is that of a bondholding creditor,

exercising no control over its management or opinions. Eventually it will belong outright to its present editor and publisher.

Frank B. Noyes was the first of the boy-publishers. At seventeen, given a chance in the publishing business. At twenty-one young Noyes was business manager of the *Star*, and in 1893 he was elected a director and member of the executive committee of the



MR. FRANK B. NOYES.

he left the Columbia University preparatory school to sell papers behind the counter of the Washington *Star*, his father, Crosby S. Noyes, one of the owners of that property, yielding to his plea to be

Associated Press, of which he has been president since 1900.

The *Chicago Record* had 140,000 circulation at the time of the consolidation, of which 12,000 was supplied by a one-cent edition

known as the *Record-News*, printed after the regular edition. The one-cent *Record-News* was discontinued immediately after the consolidation. The *Times-Herald* had, not to exceed, 40,000 among a select class of readers, being more conspicuous for moral tone than vigor. But it had a Sunday circulation of 80,000 which made it a competitor of the all-powerful Sunday *Tribune*. The *Record* had never printed a Sunday issue.

In all previous instances where two newspapers have been joined with a hyphen, it is said, one of them has been suppressed entirely. But in this case the identity of both papers was kept and the constitution of both retained. This was not as easy as it sounds, for it meant a process of elimination that greatly reduced the total circulation. *Times-Herald* readers were of the class who are likely to take more than one newspaper, so that there was a percentage of duplication to be subtracted first of all. Then the *Record*, at great expense, had built up a mail circulation of 30,000 copies; these went to readers who, for various reasons, would not buy a Sunday newspaper. The daily circulation of the *Record* out of town had been large, but some of it was found to be unprofitable. The thoroughness of Mr. Lawson's methods had led him to deliver papers in parts of such cities as Milwaukee, for example, that were not covered by the Milwaukee papers themselves. After all deductions had been made the shrinkage was so considerable that to-day, after four years' steady work, the daily circulation of the *Record-Herald* is still less than that of the old *Record* and *Times-Herald* combined, being in the neighborhood of 150,000 daily. But the Sunday issue has been sent up to over 200,000, from the original 80,000 of the *Times-Herald*, and is the largest known Sunday circulation in the city. It also has the largest known circulation of any morning daily in Chicago, and claims the distinction of the

largest circulation of any newspaper in the United States, morning or evening, selling for more than one cent.

The real up-building of the property, however, has been along the lines of advertising patronage, against not only competition, but almost contrary to the business nature of Chicago. One reason for the *Record's* failure to become firmly established is found in the fact that Chicago has little morning newspaper advertising, compared with the great display spreads that fill up the *Daily News* in the afternoon. Gerald Pierce, advertising manager of the *Record-Herald*, has in the period since the merger, gone after various classes of business one by one, like choice plums, with the upshot that now the *Record-Herald* leads in book advertising, resort advertising, school advertising, financial advertising and automobile advertising. It carries far more advertising than both the old *Record* and *Times-Herald* combined ever carried, and by Mr. Pierce's count has not only more foreign advertising than any other morning paper in Chicago, but more than the *Daily News* as well. In other words, with a field in which two papers had proved unprofitable, the management of the *Record-Herald* has not only succeeded, but has carried the volume of morning advertising to a point that has never been reached before. To accomplish this, besides energetic promotion and absolute openness regarding circulation, Mr. Noyes has established equitable advertising rates. The small advertiser is not only protected, but if he makes a yearly contract for as little as five lines of space, for 312 insertions, he gets the same rate as Marshall Field & Company, with a \$40,000 annual expenditure. In the Sunday issue the rate has been brought down to one-tenth of a cent per line per thousand circulation. Circulation has been developed by premiums, but never on a downright giveaway plan. The price of the premium is always secured from

the subscriber. The city circulation is now not much larger than that of the two old papers, but is said to be solidier and of a better quality.

The *Record-Herald* is conspicuous for being absolutely independent in policy, which can be said of no other Chicago morning paper. After that, it is essentially a newspaper of departments. No daily in the country has more, nor any more wisely disposed. Book news, an inheritance from the staid *Times-Herald*, is printed not weekly or semi-weekly, but daily, and commands a wide following. Thousands of school teachers, among others, read the paper for the Curtis letter, while every politician, corporation official and man of affairs reads Walter Wellman's Washington letter. More than 700 letters have been received in a single day by the editor of the woman's column, and the interest in the ten cent paper pattern is shown by the fact that as high as 2,000 silver dimes have been received in a day for a certain pattern. Railroad and insurance news have always been prominent features of the paper, and the extent of its influence in the financial and grain markets is shown by the financial advertising carried.

Mr. Noyes is characteristically an organizer and manager. Those who know best his character and his achievements agree in attributing to him the qualities essential to the highest success in the management of a metropolitan newspaper. These qualities are partly his by inheritance, for his father, as editor of the *Washington Star*, established one of the great newspaper properties of the country. As an editor and publisher, Mr. Noyes is distinguished mainly by an unusually retentive memory and a remarkably keen power of analysis. Results are judged impartially, and with his knowledge of the detail of a newspaper, from editorial offices to mailing room, business office to newsboys, good work counts in any department. Trust him not to overlook it. Although

he is not demonstrative he clearly commands the respect, confidence and loyalty of his associates and employees, as is amply proved by the fact that changes in his staff are exceptionally rare.

The general manager of the *Record-Herald* is J. S. Seymour, who entered the publishing business with Harper & Brothers when a youngster in New York, and afterwards rose to the position of publisher of the New York *Evening Post*. From there he went to the New York *Commercial Advertiser*, now the *Globe*, as publisher, and finally to his present field.

#### A Y. M. C. A. DEVICE.

Many ways and means have been devised by the West Side Young Men's Christian Association in Fifty-seventh street to get young men interested, but none ever worked so well as the latest device called "The Three Best Bets." For a semi-religious organization such a term supposedly would have innumerable horrors, but the Young Men's Christian Association was after results—and it got them.

At the bottom of the racing column of a New York newspaper was inserted a tiny advertisement, which read as follows:

"Three Best Bets! Sent for a postage stamp! 318 West Fifty-seventh street." Before noon of the day the two-line ad appeared the requests for "The Three Best Bets" began to load the desk of the Young Men's Christian Association Secretary at 318. For every letter that came he wrapped up and addressed a brown booklet entitled "The Three Best Bets." This booklet was gotten up in attractive form, with the cover illustration by a well-known artist. From the way it started one would never know but what it was going to end with valuable "inside" information as to the relative swiftness of certain racehorses. But every chapter concluded with assurances of the superiority over racetracks, dance halls, etc., of the Young Men's Christian Association.

The little ad got more answers in six hours than any less deceptive offer ever got in six months.—*New York Times*.

#### "GET THE HABIT."

The opening of a new retail haberdashery shop in the Union Square neighborhood the other day revealed among other innovations a rule of uniform dress for salesmen, all of whom wore black suits, with white shirts and cravats. This style is to be the practice with all the help on the selling floor. A somewhat similar departure was introduced several years ago by certain department stores for its salesgirls.—*New York Sun*.

## A HOUSEHOLD MAGAZINE THAT IS DIFFERENT.

*Good Housekeeping*, the household magazine that has become an important medium for reaching women in the past year or two, has rather a curious story. It was originally established in 1885, at Springfield, Mass., by a publisher named Clark W. Bryan, and under his management attained a circulation of 50,000 copies a month. Then it got into difficulties, changed hands several times, and hovered upon the ragged edge of magazinedom for ten full years. There was never any certainty during the latter period that it would ever succeed in printing another issue when the current one had been put out. Successive owners changed its policy, spent money upon it, ignored and then sold it. Yet the fact that stood out after ten years of mismanagement and neglect was that nothing seemed to kill the publication.

In 1900 *Good Housekeeping* was purchased by the Phelps Publishing Co. of Springfield, chiefly because it had an excellent title and sub-title. The latter defines it as being "In the interests of the higher life of the household." About 10,000 subscribers read it then, and according to the Phelps Publishing Co. they were an enthusiastic lot who renewed year after year. This corporation, headed by Herbert Myrick of the Orange Judd weeklies, had been publishing *Farm and Home*, a semi-monthly journal, since 1880. Success with this publication had led to the resolve to found one along similar lines that would cover the cities about as *Farm and Home* covered the country. Instead *Good Housekeeping* was bought.

Advertising in newspapers was begun for the magazine and backed up by crews of subscription canvassers. These crews, ten in number, had six men in each, and every town of more than 5,000 people from the Hudson to the Missouri was included in their territory. Large cities like New York, Chicago, Phila-

delphia, Boston, etc., were worked through the news trade, helped by newspaper and street car advertising. The idea was not to add circulation quickly, however, but to build with purchasing power of readers in mind, on the principle that if the magazine reached families with incomes from \$3,000 to \$20,000 its clientele would prove profitable to advertisers and cause a stable revenue to be built up from the advertising side. And to make advertising attractive to readers, the guarantee of *Farm and Home* was applied to *Good Housekeeping*—that is, money back from the publishers to any reader who is actually cheated by an advertiser.

"*Good Housekeeping* now prints at least 200,000 copies monthly," said William A. Whitney, its advertising manager. "Of these, eighty per cent go to subscribers—160,000. Sales on the newsstands in big centers show a satisfactory growth, but this is attained almost wholly on the publication's merits, without any broadside booming or advertising to force newsstand trade. The bulk of our circulation is in towns of 10,000 to 75,000, away from department stores, this class of circulation being sought for its high purchasing power. *Good Housekeeping* has been reconstructed with purchasing power in view, partly because such circulation benefits advertisers, but also because it gives a class of readers from whom it is easier to get renewals. I believe that the net receipts from subscriptions on *Good Housekeeping* are larger than those of any other dollar publication, because every reader on the mailing lists represent a dollar net. For this reason we make the strong claim that 1,000 of *Good Housekeeping's* circulation is worth 2,000 of any other periodical in the United States without exception. In the great cities our circulation is also stable because we have gone on the principle that it is well to let people discover the magazine for themselves.

"Our advertising patronage now



averages about a hundred pages a month, representing from 150 to 200 firms of the best character. We solicit advertising as carefully as subscriptions, building business upon the only basis that assures permanency—actual returns.

"Editorially, *Good Housekeeping* is unique. It prints little fiction, but is confined entirely to household helps of practical value. It occupies a field of its own which it has made for itself. It aims to lift housekeeping and home-making out of dreary routine and onto a plane of good fellowship. By the latter term I mean that the magazine is largely edited by its readers. To those who see it for the first time the name, *Good Housekeeping*, sometimes offers an uncomfortable challenge, and sounds a bit priggish; in other words, it implies that the stranger does not know her business, and that it would seek to instruct her. But an examination of the magazine itself shows that it is co-operative in its suggestions, readers writing in to the editor to give information. An illustration of this is found in our department of 'Discoveries,' which contains each month dozens of brief, helpful bits of household practice, condensed to a paragraph, each of which comes from a reader. The indexing of this department is done on a new plan. Instead of headings, a word or two indicating the subject of each paragraph is put in caps wherever it may be in the text. This is an interesting typographical device. *Good Housekeeping* is a great mutual aid society—cheerful, enthusiastic, experimental, never dogmatic or 'preachy.' In any consideration of its advertising value this editorial character ought to be taken into account, for *Good Housekeeping* is not 'just another woman's magazine.' It is, to all intents and purposes the first woman's magazine that has been established in the field it covers, and is so much alone in that field that no reader can abandon it and take up another magazine as a substitute."

It is Mr. Myrick's belief that all dollar magazines must eventually go to fifteen cents. The price of *Good Housekeeping* has not been raised yet, but in editorial talks between readers and publishers it has been as much as hinted that a raise will eventually follow. The editor of *Good Housekeeping* is James Eaton Tower. James M. Cunningham, vice-president of the Phelps Publishing Co., has had charge of the subscription work, assisted by James S. Judd. Foreign advertising is handled by Joseph W. Kennedy, New York, and Francis S. Whitman, Chicago.

*Farm and Home*, the company's other publication, is sold at fifty cents a year, and is said to have now in the neighborhood of 400,000 circulation, practically all of which goes to paid-in-advance readers. The circulation is a farm circulation. It has thousands of agents scattered over the country, and its two editions, Eastern and Western, cover every State and Territory. The territory of the Eastern edition extends from the Atlantic to a line drawn along the Western boundaries of Ohio, Kentucky, Tennessee and Mississippi. The Western edition covers all country West of this line to the Pacific. About *Farm and Home* Mr. Myrick said:

"This paper has a prestige borne of long years. It gets close to the farmer in all outdoor affairs, and to the women indoors. Farm folks tie to it, all the agricultural big guns write for it, all the leading agricultural advertisers use it. Nearly half its space is devoted to home interests, so it is also a medium for advertising home things—articles for women and children. It refuses fake mail-order advertising, all advertisements that are misleading or doubtful, and has our full advertising guarantee to readers, expressed by the term 'money back.' Because thousands of its readers are personally acquainted with the editor, because they have confidence in advertisers and trust them, because it has steady pull-



ing power and has paid for so many years, *Farm and Home* now carries by far the largest amount of advertising of any journal in its class, and is one of the very few farm papers that cover the country nationally."

### MAIL-ORDER PUBLISHERS HOLD MEETING.

DIFFERENCES WITH POSTOFFICE MAY  
BE SETTLED AMICABLY.

In PRINTERS' INK for June 28th an account was given of the questions at issue between the Postoffice Department and that large body of papers known as mail-order publications, and it was stated that the right of these publications to be mailed at the second-class rate would soon be definitely settled by the courts. Later developments, however, point to the possibility of an adjustment of the differences by mutual agreement. Representatives of the leading mail-order papers recently held a meeting in New York at which it was agreed to present to the Postmaster-General the following memorial, accompanied by three proposed regulations which the Department will be urged to adopt. Memorial and the regulations proposed are as follows:

#### THE MEMORIAL.

TO THE HON. THE POSTMASTER-GENERAL:

At a meeting of publishers held in the City of New York, on the 28th day of June, 1905, at which were present in person, or by authorized proxies the gentlemen whose names are subscribed hereto, the following was adopted as an expression of the sentiment of said publishers, in regard to proposed modifications of the regulations of the Postoffice Department, with relation to second-class mail, viz:—

In submitting to the Postmaster-General the accompanying draft of proposed regulations, we wish to express our earnest desire to conform to the provisions of the Postal Laws and to work in harmony with the Department in their construction and enforcement; we recognize the difficulty of reducing to an absolute basis of certainty and of adjusting the details of the application of the laws and regulations among individual publications, necessarily differing in the circumstances and conditions under which they are made and published, and that any attempt to secure by regulations, which must necessarily be more or less

general in their character, any provisions which would entirely eliminate the question of discretion, or the exercise of judgment, which by the law and the decisions of the courts are vested exclusively in the Postmaster-General, would be impossible. On the other hand, we think we have a right to ask and we sincerely believe that the Department will agree, that whatever regulations are adopted and promulgated upon this subject, shall be uniform in their effect upon all the individuals of the class entitled to the privilege of second-class rates, and shall be administered fairly, impartially and without discrimination.

What we earnestly desire and what is absolutely vital to our business interests, is that we may be advised as to the views of the Department, crystallized into regulations which shall be as simple, concise, detailed and clear from ambiguity as it is possible to make them, so that the uncertainty and doubt which have hung over the relations between the Department and ourselves for several years may be removed and thus enable us, with some degree of confidence, to arrange our business for such changes and improvements as we would then feel justified in making.

We ask that all shall be treated alike, who are subject to the same general classification, without fear, favor, or discrimination, and that, we have every confidence, will be the policy of the Postoffice Department.

Assuring you of our most cordial appreciation of the efforts that have been made by yourself, and the Hon. The Third Assistant Postmaster-General, to bring certainty out of confusion, and to establish the existing laws upon a basis which will not be unfair to the rights of the Government, and will not be destructive of the business interests which have grown up under the permission and constructive approval of your predecessors, we have the honor to be,

Yours very respectfully,

Here follows the signatures of the publishers present at the meeting, representing practically all the leading mail-order publications with the exception of the *Woman's Magazine*, St. Louis, and the papers published by W. D. Boyce, Chicago, and Vickery & Hill, Augusta, Maine, who took no part in the proceedings.

The publications represented at the meeting were the following: *Metropolitan and Rural Home*, *Paragon Monthly*, *The Gentlewoman*, *Home Monthly*, published by the C. E. Ellis Co., New York; *Home Folks* and *The Home Maker*, published by The Home Folks Publishing Co., Chicago; *The Columbian*, *Woman's Home Journal*, *Social Visitor Magazine*, *Popular Fashions*, *The Fashion*

*World, New Styles*, published by L. N. Cushman, Boston; *The Home Queen, American Nation, Home Treasury, Fireside Gem*, published by the Sawyer Publishing Co., Waterville, Maine; *Comfort* and the six papers comprised in Lane's List, published by W. H. Gannett, Augusta, Maine; *Cheerful Moments*, New York City; *Household Guest*, Chicago; *Illustrated Companion*, New York City; *Home Life*, Chicago; *Welcome Guest*, Portland, Maine; *People's Popular Monthly*, Des Moines; *The Household*, Topeka; *Missouri Valley Farmer*, Topeka; *The Hearthstone*, New York City; *Modern Stories*, New York City. The thirty-three papers named are said to circulate in the aggregate more than ten million copies a month.

The proposed regulations drafted by the publishers and submitted to the Postmaster-General for his approval are as follows:

#### PROPOSED REGULATIONS.

1. No person can be counted on the legitimate list of subscribers who has not paid, or expressly agreed to pay, for the current period for which he is claimed as a subscriber, the subscription price of the publication, which in no case shall be a nominal price, as defined in the next section.

2. The subscription price of a publication will be deemed nominal when it is merely colorable or fictitious; when no bona-fide effort is made to collect or enforce it; and, when in connection with any premium or reward given therewith, or independent thereof, it does not constitute a fair, real and substantial exchange of value, as between the publisher and the subscriber.

3. Where a publication otherwise conforms to the requirements of the law, the existence of a legitimate list of subscribers at a rate which is neither free nor nominal will be regarded as prima-facie evidence that the publication is not designed primarily for advertising purposes.

It is expected that if the Postmaster-General shall agree to promulgate the proposed regulations the questions at issue between the Department and the publishers will be settled without recourse to the courts.

FANNY—"Why in the world do you send away for so many catalogues and then never buy anything?"

Suzette—"To keep the postman coming here. I don't want those women across the street to know that Jack and I don't correspond any more."—*De-troit Free Press*.

#### "HIS LAST MOVE."

On Saturday last, the American branch of the Derrick Agency, after fifteen years of active life, practically ceased to exist. It is now the Starke Advertising Agency, every timber-head and plank of which is owned personally by Mr. M. Lee Starke.

It was a matter of wonder to Mr Starke's hundreds of newspaper friends and advertising friends he had not become identified with an agency solely his own long ago. Thoroughly equipped with the kind of knowledge that makes advertising profitable in these days of altogether too many uncertain agencies of slack business methods, and personally acquainted with about all of the heavier advertisers of the country, Mr. Starke could have, years ago, started an agency that would have at once been prosperous and of unusual weight in the advertising world. But Mr. Starke decided nearly twenty years ago that he would not own an agency until he had reached a certain stage; until he had mastered thoroughly the values and business methods of the better newspapers of the country; until his acquaintance with general advertisers had become world-wide; until his knowledge of the details of supplementary advertising had become expert, and until he had placed himself in a position where he could return to every advertiser in every line of business more than 100 cents on every dollar paid him by clients.

And so the Starke Advertising Agency is the fullest realization of the hopes and the bitter battles he fought for nearly twenty years. The Starke Advertising Agency is built upon a tremendously powerful foundation—Starke Service; a foundation of honest and clean methods. Upon a like foundation Mr. Starke will build an agency in Mexico City and in the City of Montreal; the Chicago agency having been established two or three weeks ago.

We feel safe in saying that a large portion of the Starke Advertising Agency business will go

into the newspapers whose values are no more thoroughly known by any other man in the advertising business, because of the fact that Mr. Starke, in the last twenty years, has sounded the newspapers and various other propositions to their very depths. In fact, we might say that Mr. Starke is one of the sort of experts more than doubly sure of every move he makes. That he may make no false step he has added a well-known circulation manager as a prominent member of his staff.

The Starke Advertising Agency starts with every reason in the world for being one of the greatest, if not the greatest, advertising concern in the country within a few months. Its accounts already include the Liquizone people; American Cereal Co.; Dr. E. L. Graves' Tooth Powder; Hilker-Wiechers Mfg. Co.; The Case Machine Co.; Red Jacket Mfg. Co., and The Lima Locomotive Machine Co.

A "market-making" department with a well-known commercial adviser at its head is one of the unique features of Starke's Agency.

Specialization is Starke's idea and his force is said to be more closely specialized than that of any other agency in the business. It has been said that Mr. Starke is somewhat eccentric in that he has a hobby of paying fancy prices to those in charge of the various departments of his business. If Starke's peculiarity is rightly termed eccentricity, then that eccentricity is a mighty good thing for the advertisers whose appropriations pass into the Starke Agency, because of the very fact that men of special fitness and desirable training are high-priced men. In other words, they are specialists who realize what they are worth to an advertiser or an agency, and no one realizes more absolutely what the efforts of such men mean to his agency and his advertisers than does Mr. Starke. Starke is a disbeliever in hack-work and over-worked clock-watchers. Mr. Starke is, likewise, a disbeliever in setting before a man a task with which

he is not acquainted. Starke's copy, is therefore, written by men who understand not only what is wanted, but what they are doing.

Mr. Starke is not eccentric, but rather an advertising expert who delved to the very bottom of the advertising question and swam with the tide into its every intricacy. That is why Starke is a man of weight, a man respected and admired by every advertiser with an honest line of goods to advertise, and by every publisher who recognizes and admires frankness and advertising ability.

The Starke Agency starts out with the brightest of prospects—prospects which are not, however, any brighter than have been the prospects of M. Lee Starke for a number of years past. Mr. Starke started his career by selling newspapers on the street, just as did many of America's most successful newspaper publishers of the present day. Later he set type at a case. At the time he cast his first vote, Starke was publisher of a daily paper; then he became an advertising manager; a circulation manager; a foreign representative, and ten years ago was associate manager of the Scripps-Rae League. But Starke's greatest work was in building up a unique list of several of this country's greatest and most successful evening papers. "This is my last move," Mr. Starke announces. And may his last move bring to him the business and the success to which he is entitled.—*Newspaperdom*, July 6, 1905.

#### STARTING.

It takes lots of coal to get up enough steam to start an engine, but when the steam is up and the engine under way, an occasional shovelful will keep it going at a good rate of speed.

The same is true of advertising.

When a dealer starts in business, he starts from a standstill. He has got to do a whole lot of advertising before he can make his establishment known and get people coming to him.

After people know he is on earth, that he is anxious for their trade, that he does good work, that he is honest and fair in his business dealings and that he is really deserving of their confidence, he can afford to turn down the advertising power.

But he can't afford to turn it off.—*Results*.

# A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (X).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

**Announcements** under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

Athens, Limestone Democrat. weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1905, 1,032.

## ARIZONA.

Phoenix, Republican. Daily average for 1904, 6,559. Chas. T. Logan Special Agency, N. Y.

## ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 2,750. Actual average for October, November and December, 1904, 5,646.

## CALIFORNIA.

Fresno, Evening Democrat. Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1904, 27,108.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending April, 1905, 62,278, Sunday, 88,456.

San Jose, Morning Mercury and Evening Herald. Average 1904, 10,575.

San Jose, Town and Country Journal, mo. W. G. Bohannon Co. Average 1904, 9,125. May, 1905, 20,000.

## COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual average for 1904, 10,926.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for June, 1905, 46,955. Gain, 1,478.

**The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**



## CONNECTICUT.

Meriden, Journal, evening. Actual average for 1904, 7,649.

Meriden, Morning Record and Republican. Daily average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 15,618; Sunday, 11,107.

New London, Day, ev'g. Aver. 1904, 5,855. First 5 mos. 1905, 6,955. E. Katz, Spec. Ad. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending Dec., 1904, 5,217. April, as certified by Ass'n Am. Adv'rs. all returns deducted, 5,869.

Norwich, Bulletin, morning. Average for 1903, 4,988; for 1904, 5,250; now, 6,158.

Waterbury, Republican, dy. Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.

## DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1904, 11,460.

Wilmington, Morning News. Only morning paper in State. Three mos. end, Dec., 1904, 10,074.

## DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1904, 55,502 (©).

## GEORGIA.

Atlanta, Journal, dy. Av. 1904, 45,688, May, 1905, 46,544, Sy. 46,820. Semi-weekly 55,988.

Atlanta, News. Actual daily average 1904, 24,250. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta, Chronicle. Only morning paper. 1904 average, daily 5,661; Sunday 7,480.

Nashville, Herald. Average for March, April and May, 1,875. Richest county in So. Georgia.

## IDAHO.

Boise, Evening Capital News. Daily average 1904, 5,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,815.

## ILLINOIS.

Bunker Hill, Gazette-News, weekly. Average first 5 mos. 1905, 1,651. All home print.

Cairo, Bulletin. Daily and Sunday average 1904, 1,945, April, 1905, 2,220.

Cairo, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, News. First 5 mos. 1905, no issue of daily less than 2,800; weekly, 3,300.


Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).

Chicago, Farmers' Voice and National Rural. Actual average, 1904, 25,052.

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago, Inland Printer. Actual average circulation for 1904, 18,812 (©).

Chicago, Record-Herald. Average 1904, daily 145,761, Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 208,501.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Kewanee, Star-Courier. Av. for 1904, daily 5,290, wy. 1,378. Daily, 1st 4 mos. '05, 5,802.

Peoria, Evening Journal, daily and Sunday. *Sioux* daily average for 1904, 15,525.

Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

## INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '03, 12,618 (34). *Sioux* ar. '04, 12,684. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Indianapolis, Star. Aver. net sales 1904 (all returns and unsold copies deducted), 88,274.

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted), 28,781.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 25,815.

Richmond, Sun-Telegram. *Sioux* ar. 1904, dy. 8,761.

South Bend, Tribune. *Sioux* daily average 1904, 6,559. *Sioux* ar. for June, '05, 7,551.

Terre Haute, Star. Ar. net sales 1904 (all returns and unsold copies deducted), 21,285.

## INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy., 2,068; wy., 8,291.

## IOWA.

Davenport, Democrat and Leader. Largest *guar.* city circ'n. *Sioux* aver. May, 1905, 7,896.

Davenport, Times. Daily aver. 1904, 9,595. Daily aver. June, 1905, 10,570. Cir. *guar.* greater than all other Davenport dailies combined.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 26,855. Present circulation over 39,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Des Moines, News, daily. Actual average for 1904, 42,620. B. D. Butler, N. Y. and Chicago.

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average for 1904, 56,811.

Keokuk, Gate City. Daily av. 1904, 8,145; daily six months, 1905, 8,298.


Muscatine, Journal. Daily av. 1904, 5,240. Tri-weekly 8,059, daily, March, 1905, 5,452.

Ottumwa, Courier. Daily average for first 4 mos. 1905, 5,484. Tri-weekly average for first 4 mos. 1905, 8,028.

Sioux City, Journal, daily. Average for 1904, *sioux*, 21,784. Av. for June, 1905, 24,777. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City, Tribune, Evening. Net *sioux* daily, average 1904, 20,678; May, 1905, 24,295.

The paper of largest circulation and advertising patronage. Ninety per cent of Sioux City's reading public reads the Tribune.

 The absolute correctness of the latest circulation rating accorded the Tribune is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## KANSAS.

Topeka, Western School Journal, educational monthly. Average for 1904, 7,808.

## KENTUCKY.

Harrodsburg, Democrat. Best wy.; best sec. Ky., best results to adv. *Proven* av. cir. 8,552.

Paducah, Journal of Labor, official organ, International Union Shipwrights, Joiners and Caulkers of America and Central Labor Unions, Paducah, Ky., and Cairo, Ill.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year ending Dec. 31, 1904, 2,002.

Paducah, The Sun. Average for April, 1905 5,626.

## LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. first six months 1905, 22,250.

New Orleans, The Southern Buck, official organ of Klkdom in La. and Miss. Av. '04, 4,515.

## MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

Bangor, Commercial. Average for 1904, daily 8,991, weekly 28,857.

Bever, Piscataquis Observer. Actual weekly average 1904, 1,919.


Lewiston, Evening Journal, daily. Aver. for 1904, 7,524 (C & O), weekly 17,450 (C & O).

Phillips, Maine Woods and Woodman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland, Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

## MARYLAND.

Baltimore, News, daily. Evening News Publishing Company. Average 1904, 5,5754. For June, 1905, 59,786.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS.

Boston, Evening Transcript (C & O) (412). Boston's tea table paper. Largest amount of week day adv.

Boston, Post. Average for 1903, daily, 178,804; for 1904, 211,391. Boston Sunday Post, average for 1903, 160,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 30 cents per agate line, flat, run-off paper; Sunday rate, 15 cents per line. The best advertising propositions in New England.


Boston, Traveler, Est. 1824. Actual daily av. 1902, 78,352. In 1903, 76,666. For 1904, average daily circulation, 81,035 copies.

Reps.: Smith & Thompson, N. Y. and Chicago.

Springfield, Good Housekeeping, mo. Average first 5 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Boston, Globe. Average for 1904, daily, 194,705. Sunday, 295,268. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## A GREAT RECORD.

For Entire Six Months of 1905 the Des Moines CAPITAL Published More Display Advertising, Local and Foreign, in Six Issues a Week, Than Any Competitor in Seven Issues a Week.

During the past six months the

# Des Moines Capital

published several thousand more inches of display advertising with only six publication days a week than either competitor with seven publication days a week. This remarkable showing has become a habit with the CAPITAL and is due to the CAPITAL's superior circulation and certain result-giving power. Below are the figures for 6 months:

LOCAL AND FOREIGN DISPLAY, JAN. 1 TO JULY 1, 1905.

MONTH.	CAPITAL.	Nearest Competitor.	Next Nearest Competitor.
January.....	12,747	14,289	12,277
February.....	13,701	14,004	11,045
March.....	21,263	18,318	14,614
April.....	18,884	17,654	17,472
May.....	17,550	16,824	13,319
June.....	16,058	16,317	15,754
Total inches for 6 months	100,203	97,406	84,481

**The City Circulation is the largest by several thousands.**

Eastern Offices:

CHICAGO,  
87 Washington St.

NEW YORK,  
166 World Bldg.

LAFAYETTE YOUNG, PUBLISHER,  
DES MOINES, IOWA.

**GUARANTEED.**

In the State of Massachusetts the Boston **GLOBE** is the only newspaper which possesses the Guarantee Star, which signifies that the publishers of Rowell's American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the **GLOBE's** statement, as given in the 1905 issue of the Directory.



Worcester, L'Opinion Publique, daily (©). Paid average for 1904, 4,788.

**MICHIGAN.**

Grand Rapids, Evening Press, dy. Average 1904, 44,807. Average 3 mos. 1905, 45,916.

Grand Rapids, Herald. Average daily issue last six months of 1904, 38,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Jackson, Press and Patriot. Actual daily average for 1904, 6,405. Av. June, 1905, 7,682.

Kalamazoo, Evening Telegraph. Last six mos. 1904, dy. 9,512. Dec. 10, 656, a-w. 9,511.

Kalamazoo, Gazette, d'y. Yr. end'g May, '05, 10,805; May, 11,087. Largest circ'n by 4,500.

Saginaw, Courier-Herald, daily, Sunday. Average 1904, 10,333; June, 1905, 12,749.

Saginaw, Evening News, daily. Average for 1904, 14,816. June, 1905, 17,844.

Sault Ste. Marie, Evening News, daily. Average, 1904, 4,312. Only daily in the two Soos.

**MINNESOTA.**

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,065.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily, 1904, daily average, 87,927; last quarter of 1904 was 92,223; Sunday 71,231. Daily average for April, 1905, was 92,522 net; Sunday, 74,622.

**CIRCULATION**

The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of its daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 20,000 daily. The Tribune is the recognized paper of Minneapolis.



Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,514.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,869.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

Minneapolis, Journal, daily. Journal Printing Co. Aver. for 1903, 57,039; 1904, 64,233; first 6 mos. 1905, 67,649; June, 1905, 67,075.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

St. Paul, Dispatch, dy. Aver. 1904, 59,882. January, 1905, 59,591. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1904, 73,951.

St. Paul, News, daily. Actual average for 1904, 26,304. E. D. Butler, N. Y. and Chicago.

St. Paul, The Farmer, 2-mo. Rate, 25c. per line, with discounts. Circulation for year ending Dec., 1904, 22,487.

St. Paul, Volkszeitung. Actual average 1904, dy. 12,635, w'y. 28,627; Sonntagsblatt 25,640.

**MISSISSIPPI.**

Hattiesburg, Progress, ev'g. Av. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

**MISSOURI.**

Clinton, Republican. W'y av. last 6 mos. 1904, 2,540. D'y. est. Apr., '04, av. last 6 mos. '04, 800.

Kansas City, Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,390.

Kansas City, World, daily. Actual average for 1904, 61,478. B. D. Butler, N. Y. & Chicago.

St. Joseph, News and Press. Circ. last 3 mos. 1905, 25,469. Smith & Thompson, East. Rep.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,930 (©). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1905, 68,582; average for 1903, 106,625; average for 1904, 104,750.

**NEBRASKA.**

Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,229. For March, 1905, 16,822. Only Nebraska paper that has the Guarantee Star.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average year ending January, 1905, 146,567.

Lincoln, Freie Press, weekly. Actual average for year ending January, 1905, 149,231.

Lincoln, Journal and News. Daily average 1904, 26,528; February, 1905, average, 28,055.

We reach Western business men. Do you want to? OMAHA COMMERCIAL, Omaha, Neb.

Omaha, Den Danske Pioneer, w'y. Bodhus F. Neale Pub. Co. Average for 1904, 31,622.

Omaha, News, daily. Actual average for 1904 41,759. B. D. Butler, New York and Chicago.

**NEW HAMPSHIRE.**

Nashua, Telegraph, dy and wy. Daily aver. for 6 mos. ending April 30th, '05, 8,396.

**NEW JERSEY.**

Camden, Daily Courier. Est. 1878. Net aver. circulation for 4 mos. end. Dec. 31, 1904, 8,687.

Jersey City, Evening Journal. Average for 1904, 21,106. First 6 mos. 1905, 22,555.

Newark, Evening News. Evening News Pub. Co. Av. for April, 1905, 61,544.



# NEW YORK.

**Albany, Evening Journal.** Daily average for 1904, 18,288. It's the leading paper.

**Albany, Times-Union.** every evening. Est. 1856. Av. for '04, 50,487; Jan. Feb. & Mar., '05, 55,594.

**Batavia, News,** evening. Average 1905, 6,487. Average 1904, 6,757.

**Buffalo, Courier, morn.** Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 82,702.

**Buffalo, Evening News.** Daily average 1904, 88,457; March, 1905, 96,794.

**Catskill, Recorder,** weekly. Harry Hall, editor. Av. yr. endg. May, '05, 5,718; May, 8,782.

**Corning, Leader,** evening. Average, 1904, 6,258. First quarter 1905, 6,438.

**Cortland, Democrat,** Fridays. Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.

**Glens Falls, Morning Star.** Average circulation, 1904, daily 2,292.

**Mount Vernon, Daily Argus.** Average 1904, 2,918. Westchester County's leading paper.

**Newburgh, News,** daily. Av. for 1904, 4,722, \$,000 more than all other Newburgh papers combined.

## New York City.

**Army & Navy Journal** Est. 1863. Actual weekly average for 52 issues, 1904, 9,871 (99). Only Military paper awarded "Gold Marks."

**Baker's Review** monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

**Benziger's magazine,** family monthly. Benziger Brothers, Average for 1904, 87,025, present circulation, 50,000.

**Clipper, weekly** (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1904, 25,662 (99).

**El Comercio,** mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,292.

**Gaelic American,** weekly. Actual average for 1904, 8,179; 23 weeks in 1905, 28,180.

**Haberdasher, mo.** est. 1881. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

**Hardware Dealers' Magazine,** monthly. In 1904, average issue, 17,500 (99).

**D. T. MALLETT, Pub.,** 253 Broadway.

**Leslie's Weekly.** Actual aver. year end. Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

**Leslie's Monthly Magazine,** New York. Average circulation for 1904, 248,946.

Present average circulation 800,169.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001.** Actual weekly average for 1904, **14,-918.** Actual weekly average for eleven months ending June 28, **15,-769** copies.

**Music Trade Review,** music trade and art weekly. Average for 1904, 5,509.

**The People's Home Journal,** 525,166 monthly Good Literature, 452,983 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.

**Pocket List of Railroad Officials,** qly. Railr'd & Transp. Av. 1903, 17,992; 1904, 19,547.

**The Wall Street Journal.** Dow, Jones & Co. publishers. Daily average 1904, 11,086.

**The World.** Actual aver. for 1904, Morn., 802,885, Evening, 379,785. Sunday, 458,484.

**Rochester, Case and Comment,** mo. Law. Av. for 1904, 30,000; 5 years' average, 80,105.

**Schenectady, Gazette,** daily. A. N. Lacey. Actual average for 1905, 11,825. 1904, 12,574.

**Syracuse, Evening Herald,** daily. Herald Co., pub. Av. 1904, daily 55,648, Sunday 59,161.

**Utica, National Electrical Contractor,** mo. Average for 1904, 2,625.

**Utica, Press,** daily. Otto A. Meyer, publisher. Average for 1904, 14,879.

## NORTH CAROLINA.

**Charlotte, Observer.** North Carolina's foremost newspaper. Actual daily aver. 1904, 6,145, Sunday, 8,408, semi-weekly, 4,496.

**Raleigh, Biblical Recorder,** weekly. Average 1903, 8,872. Average 1904, 9,756.

## NORTH DAKOTA.

**Grand Forks, Herald,** dy. av. for yr. end. Feb., '05, 6,096. Will guar. 6,000 for yr. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N.Y. Rep.

## OHIO.

**Akron, Beacon Journal.** Average year ending April, 1905, 19,315. N. Y., 553 Temple Court.

**Cleveland, Plain Dealer.** Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. June, 1905, 87,140 daily; Sunday, 74,790.

**Dayton, Herald,** evening. Circ., 1904, 18,280. Largest in Dayton, paid at full rates.

**Youngstown, Vindicator.** Dy. av. '04, 12,020. La Cote & Maxwell, N.Y. & Chicago.

**Zanesville, Signal,** daily, reaches S. E. Ohio. Guarantees 5,000. Average for 1904, 5,170.

**Zanesville, Times-Recorder.** Sworn av. 1st 2 mos. 1905, 10,555. Guard'd double nearest competitor and 50% in excess combined competitors.

## OKLAHOMA.

**Guthrie, Oklahoma Farmer,** weekly. Actual average 1904, 58,898.

## OREGON.

**Portland, Evening Telegram,** dy. (ex. Sun.) Average circulation during 1904, 21,871.

**Portland, Oregon Daily Journal.** Actual average for June, 1905, 38,008; actual average during 1904, 15,204.

## PENNSYLVANIA.

**Chester, Times,** ev'g dy. Average 1904, 7,929. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

**Harrisburg, Telegraph.** Dy. sworn av. year end'g June, 12,060; June, 12,768. Best in H'g.

**Philadelphia, Confectioners' Journal,** m y. Av. 1904, 5,004; av. 1st 6 mos. 1905, 5,420 (99).

**Philadelphia, German Daily Gazette.** Average circulation 1904, daily 49,088, Sunday 57,598. Sworn statement. Cir. books open.

**Philadelphia, Press.** Daily average year ending Dec. 31, 1904, 115,242 net copies sold.

**Philadelphia, Sunday School Times,** weekly. Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.

**Philadelphia, The Grocery World.** Actual average for 1904, 11,764.

# Six Months with THE BOSTON DAILY and SUNDAY POST

34

JANUARY 1st to JUNE 30th, 1905.

## DAILY POST

Averages:

Jan., 1905, . . . 211,666

JUNE, 1905, 231,498

June Gain, . . . 19,832

PRINTERS' INK.

DAY.	JANUARY.	FEBRUARY.	MARCH.	APRIL.	MAY.	JUNE.
1 . . . . .	(S) 179,950	215,500	223,300	224,870	224,700	228,200
2 . . . . .	208,000	215,100	219,070	(S) 194,330	223,290	228,850
3 . . . . .	205,970	215,040	217,030	228,430	223,080	229,970
4 . . . . .	204,400	215,740	218,430	229,120	223,180	(S) 191,030
5 . . . . .	204,200	(S) 183,230	(S) 189,080	224,880	223,500	231,400
6 . . . . .	204,030	217,550	218,900	224,380	227,400	228,340
7 . . . . .	204,000	216,860	216,800	224,800	(S) 180,200	228,800
8 . . . . .	(S) 179,650	216,640	217,020	225,890	225,400	227,600
9 . . . . .	206,500	217,400	217,370	(S) 191,785	224,200	228,420
10 . . . . .	207,800	216,930	217,260	226,000	225,600	231,860
11 . . . . .	207,640	217,010	218,120	223,000	225,000	(S) 190,570
12 . . . . .	213,030 (S)	184,620	(S) 190,800	223,130	225,000	229,800
13 . . . . .	209,610	218,020	219,820	223,200	225,000	228,000
14 . . . . .	208,460	216,300	219,920	223,400	(S) 189,585	229,500
15 . . . . .	(S) 179,645	218,140	219,680	223,585	225,600	229,640
16 . . . . .	215,600	216,500	219,640	(S) 191,340	223,000	230,960
17 . . . . .	209,070	216,380	219,850	224,200	224,400	231,500
18 . . . . .	209,250	216,740	219,920	223,300	224,900	(S) 188,800
19 . . . . .	210,000 (S)	185,750	(S) 191,700	222,170	225,040	225,040
20 . . . . .	210,600	215,600	219,610	221,130	226,400	230,580
21 . . . . .	212,100	231,730	247,780	221,780	229,450	231,170
22 . . . . .	(S) 181,675	227,630	222,620	222,835	(S) 189,800	239,150

23 . . . . .	214,000	218,900	221,950	(S) 190,070	227,100	232,280
24 . . . . .	212,630	217,040	223,410	223,800	227,540	232,360
						232,600

# SUNDAY POST

## Averages:

Jan., 1905, . . 180,535  
 JUNE, 1905, . 189,771  
 June Gain, . . . 9,236

PRINTERS' INK.

35

23	214,000	218,900	(S) 190,070	227,100	232,280
24	212,630	217,040	225,410	227,540	232,360
25	251,400	216,190	222,700	230,400	(S) 188,685
26	211,200 (S) 187,325	(S) 193,075	221,510	227,870	236,160
27	218,600	217,040	223,900	226,740	237,110
28	214,300	217,300	121,700	(S) 190,500	236,640
29	(S) 181,755	....	222,840	230,670	231,640
30	215,400	....	(S) 189,400	254,700	232,080
31	215,550	....	223,790	251,900	....
Total...	5,503,340	5,227,030	5,613,300	6,150,720	6,018,950
S. Total.	902,675	740,925	704,655	758,735	759,085

Explanation (S) "Sunday."

Average Daily:  
 JANUARY FEBRUARY MARCH JUNE  
 211,666 217,792 221,371 231,498  
 APRIL MAY  
 224,532 227,804 . . . .

Average Sunday:  
 JANUARY FEBRUARY MARCH JUNE  
 180,535 185,231 191,163 189,771  
 APRIL MAY  
 191,367 189,683 . . . .

STATE OF MASSACHUSETTS,  
 COUNTY OF SUFFOLK,  
 CITY OF BOSTON.

On this fifth day of July, A. D. 1905, personally appeared before me William A. Grozier, business manager, the Boston Post, Boston, Mass., who, being duly sworn, states that the above figures are correct to his best knowledge and belief.

WILLIAM A. GROZIER.  
 HENRY G. FOULKES, Notary Public.

# The Philadelphia BULLETIN'S Circulation.



The following statement shows the actual circulation of THE BULLETIN for each day in the month of June, 1905:

1	227,454	16	218,838
2	221,595	17	217,538
3	225,226	18	Sunday
4	224,504	19	215,959
5	220,275	20	217,066
6	222,569	21	222,410
7	220,374	22	215,202
8	221,315	23	219,210
9	220,351	24	216,513
10	Sunday	25	Sunday
11	217,154	26	222,138
12	221,264	27	218,191
13	221,183	28	220,634
14	218,570	29	220,151
15		30	218,476

Total for 26 days, 5,724,643 copies.

NET AVERAGE FOR JUNE,

## 220,178 copies per day

The BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.  
PHILADELPHIA, July 5, 1905.  
In Philadelphia nearly everybody reads the BULLETIN.

# The Evening Telegraph

READ EVERYWHERE IN  
PHILADELPHIA.

## JUNE CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of June, 1905:

1	168,726	16	164,940
2	167,749	17	169,044
3	169,714	18	Sunday
4	Sunday	19	164,636
5	164,609	20	165,622
6	167,916	21	167,961
7	165,550	22	164,931
8	165,198	23	168,220
9	165,830	24	169,988
10	170,765	25	Sunday
11	Sunday	26	164,944
12	164,525	27	165,527
13	165,810	28	164,994
14	165,946	29	166,143
15	164,777	30	169,034

Total for 26 days 4,324,478 copies.

NET AVERAGE FOR JUNE,

## 166,710 copies per day

BARCLAY H. WARRURTON, President.  
PHILADELPHIA, July 6, 1905.

Philadelphia Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, \$98,880. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1905, by 'Printers' Ink, The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agriculturist, rural population, and as an effective and economical medium for communicating with them through its advertising columns."

Pittsburg, Labor World, wy. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.

Pottsville, Evening Chronicle, Official country organ. Daily average 1904, 6,757.

West Chester, Local News, daily. W. H. Hodgson. Average for 1904, 13,180 (30).

Williamsport, Grit, America's Greatest Weekly. Av. first 3 mos. 1905 225,756. Smith & Thompson, Ieeps, New York and Chicago.

York, Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

## RHODE ISLAND.

Pawtucket, Evening Times. Average for six months ending June 30th, 1905, 16,818.

Providence, Daily Journal, 17,290 (30). Sunday, 20,456 (30). Evening Bulletin, 17,556 average 1904. Providence Journal Co. pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1904, 4,450. Only daily in So. Rhode Island.

## SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for first 3 months 1905 4,110. Apr. 4,458.

Columbia, State. Actual average for 1904, daily 8,164 copies. (30) per issue; semi-weekly 2,251, Sunday 8,417 (30). Act. aver. for first 3 months of 1905, daily 8,889; Sunday 10,428.

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first successfully controverts its person who accuracy.

## TENNESSEE.

Chattanooga, Crabtree's Weekly Press. Average April and May, 28,082.

Knoxville Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (30). Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville, Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising, '04, 6 days vs. 7.

Memphis, Commercial Appeal, daily. Sunday, weekly. Average 1904, daily 22,945. Sunday 47,002, weekly 26,240, 1901. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville, Banner, daily. Aver. for year 1903 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.

## TEXAS.

Denton, Record and Chronicle, Daily av. 1904, 2,775. Weekly av. 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso, Herald. Av. '04, 4,211; May '05, 5,015. Merchants' canvass showed Herald in 8% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y. district representative.

San Angelo, Standard, weekly. Average for 1904, 2,909.

## VERMONT.

Barre, Times, daily. T. E. Langley. Aver. 1904 5,161.

Burlington, Free Press. Daily av. '05, 5,566. '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Burlington, Daily News, evening. Actual daily average 1904, 6,014; last 6 mos., 6,636; last 3 mos., 7,624; last month, 7,347.

Rutland, Herald. Average 1904, 5,527. Average 3 months ending June 1, 1904, 4,151.

**VIRGINIA.**

Norfolk. Dispatch. 1904, 9,400; 1905, April, 11,090; May, 11,387; June, 11,542.

Richmond. News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.



Richmond. Times-Dispatch, morning.

Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

**WASHINGTON.**

Seattle. Times. Actual aver. circulation Oct., Nov. and Dec., 1904, 37,000 daily, 45,430 Sunday. By far largest daily and Sunday in State.

Tacoma. Ledger. Dy. av. 1904, 14,864; Sy., 18,475; 1905, 9,524. Aver. 4 mos. ending Jan. 31, 1905, Daily, 14,694. Sunday, 19,518.

Tacoma. News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

**WEST VIRGINIA.**

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,320 (1904).

Wheeling. News. Daily paid circ., 11,517 (\*). Sunday paid circ., 11,928 (\*). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

**WISCONSIN.**

Milwaukee. Evening Wisconsin, dy. Av. 1904, 26,201; May, 1905, 26,815 (©©).

Milwaukee. Journal, daily. Journal Co., pub. Fr. end. June, 1905, 27,886. June, 1905, 41,200.

Oshkosh. Northwestern, daily. Average for 1904, 7,251. December, 1904, 7,426.



Wisconsin Agriculturist, Racine. Wis. Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1905, 25,181; for 1904, 27,254; for year ended March 30, 1905, 28,960. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

**WYOMING.**

Cheyenne. Tribune. Actual daily average for 1904, 5,986.

**BRITISH COLUMBIA.**

Vancouver. Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for June, 1905, 8,975.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1905, 5,695; for 1904, 4,356 (\*).

**MANITOBA. CAN.**

Winnipeg. Free Press, daily and weekly. Average for 1904, daily, 25,698; weekly, 15,801. Daily, June, 1905, 20,321.

Winnipeg. Der Nordwesten, Western Canada's German newspaper, covers the German speaking population of over 150,000—its exclusive field. Average for 1904, 11,892; average for 12 months ending April 30, 1905, 12,224.

**NEW BRUNSWICK. CAN.**

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

**NOVA SCOTIA. CAN.**

Halifax. Herald (©©) and Evening Mail Circulation, 1904, 15,658. Flat rate.

**ONTARIO. CAN.**

Toronto. Canadian Implement and Vehicle Trade, monthly. Average for 1904, 6,000.

Toronto. The News. Sworn average daily circulation for May, 1905, 29,329. Advertising rate 3½c. flat, run of paper. The largest circulation of any evening paper published in Ontario.

Toronto. Evening Telegram. Daily, aver. 1904, 21,884. Perry Lukens, Jr., N.Y. Rep.

Toronto. Star, daily. Sworn average circulation for March 1905, 29,021. Largest circulation of any evening paper published in Ontario.

**QUEBEC. CAN.**

Montreal. Herald, daily. Est. 1908. Actual, aver. daily 1904, 28,850; weekly, 18,856.

Montreal. Journal of Agriculture and Horticulture. Semi-monthly. Average 1904, 61,457.

Montreal. La Presse. La Presse Pub. Co., Ltd., publishers. Actual average 1904, daily, 80,259; Av. Mar., '05, 95,826. Sat., 118,592.

Montreal. Le Canada. Actual average 1904—daily, 19,287; weekly, 18,757.

Montreal. Star, dv. & wy. Graham & Co. Av. for '05, dy. 55,127, wy. 122,269. Av. for 1904 dy. 56,795, wy. 125,240.

Sherbrooke. Daily Record. Guaranteed av. 1904, 4,917; June, 1905, 6,087.

Every publisher whose paper is entitled to be listed in the Roll of Honor should seek representation therein. The cost of the service can't be a plea against it, because the charge is really only nominal. There isn't a publisher in all America who believes in an honest and square deal—and who practices what he believes—that can't afford twenty dollars and eighty cents a year for fifty-two two-line weekly insertions in the Roll of Honor. The Roll of Honor is a newspaper directory to date, it chronicles the facts of last month, last week—of yesterday. The Roll of Honor is scientific advertising without a particle of waste.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

## COLORADO.

THE Denver POST, Sunday edition, July 9, 1906, contained 5,321 different classified ads, total of 106 8-10 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

## DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word

## ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

## INDIANA.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis NEWS during the year 1904 printed 125,397 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 561,313 lines of Want ads. During the month of December the STAR printed 17,338 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The NEWS in December, 1904, printed 13,000 lines; the Sentinel 4,516 lines, and the Sun 2,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognised as the best result getter for want ads.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

## IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

## MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

25 CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, first six months of 1905, printed a total of 217,465 classified ads, and there were no trades, deals or discounts. This was a gain of 3,950 "want" ads over the same period of 1904, and was 71,445 more than any other Boston paper carried during the first six months of 1905.

## MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,500; 1c. word, 1/2c. subsequent.

## MINNESOTA.

THE Minneapolis JOURNAL carried over 39 per cent more Want ads during June, 1906, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1905, 57,639; 1904, 64,333; first 6 months 1906, 67,349; June, 1906, 67,075.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

**THE ST. PAUL DISPATCH** is St. Paul's Want Ad Directory, carrying more advertising than all other St. Paul mediums combined. The guaranteed paid circulation of the St. Paul DISPATCH for year ending March 31, 1903, \$7,668; for March, \$9,440; for April, \$6,541; for May, \$2,727; this increase caused by thorough canvassing—no premiums. Thousands of people use it exclusively and everybody includes it in their list. No free want ads are published and objectionable advertising is rigidly excluded. The May advertising shows a daily increase of over 600 lines in three months. Seven telephone trunk lines assist in receiving this classified business.

#### MISSOURI.

**THE Joplin GLOBE** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**THE Kansas City JOURNAL** (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

#### MONTANA.

**THE Anaconda STANDARD** is Montana's great "Want Ad" medium; 1c. a word. Average circulation (1904), 11,359; Sunday, 13,756.

#### NEBRASKA.

**LINCOLN JOURNAL AND NEWS**, combined circulation over 27,000. Cent a word.

**THE Lincoln DAILY STAR**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

#### NEW JERSEY.

**ELIZABETH DAILY JOURNAL**—Leading Home paper; 10 to 34 pages. Only "Want" Medium. Cent a word. Largest circulation.

**NEWARK, N. J., FREE ZETTING** (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

#### NEW YORK.

**THE POST-EXPRESS** is the best afternoon Want ad-medium in Rochester.

**ALBANY EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY ARGUS**, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

**IN Binghamton the LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

**BUFFALO NEWS** with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

#### OHIO.

**IN Zanesville the TIMES-RECORDER** prints twice as many Want Ads as all the other papers.

**THE Zanesville SIGNAL** reaches 64 towns in S. E. Ohio, also 68 rural routes;  $\frac{1}{10}$  c. a word net.

**YOUNGSTOWN VINDICATOR**—Leading "Want" medium. 1c. per word. Largest circulation.

**THE MANSFIELD NEWS** publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

#### OKLAHOMA.

**THE OKLAHOMAN**, Okla. City, 11,551. Publishes more Wants than any four Okla. competitors.

#### PENNSYLVANIA.

**THE Chester, Pa., TIMES** carries from two to five times more classified ads than any other paper.

#### PHILADELPHIA:

##### THE EVENING BULLETIN.

Net paid daily average circulation for June:

220,178 copies per day.

"In Philadelphia nearly everybody reads 'The Bulletin.'"

(See Roll of Honor.)

#### SOUTH CAROLINA.

**THE Columbia STATE** (C.C.) carries more Want ads than any other S. C. newspaper.

#### VERMONT.

**THE Burlington DAILY NEWS** is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

#### VIRGINIA.

**THE NEWS LEADER**, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (25 to 1) over 1 year; and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

#### WISCONSIN.

**NO** paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

**JANESVILLE GAZETTE**, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

#### CANADA.

**THE Halifax HERALD** (C.C.) and the **MAIL—Nova Scotia's** recognized Want ad mediums.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825, Saturdays 113,992—sworn to.) Carries more want ads than any French newspaper in the world.

**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE Montreal DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

#### BRITISH COLUMBIA.

**VICTORIA COLONIST**, Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.



# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

## WASHINGTON, D. C.

**THE EVENING STAR** (◎◎). Washington, D. C. Reaches 90% of the Washington homes.

## GEORGIA.

**ATLANTA CONSTITUTION.** Act av. for 1904: Daily \$8,885 (◎◎). S'y 42,819, W'y 107,925.

**THE MORNING NEWS** (◎◎). Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

## ILLINOIS.

**CHICAGO GRAIN DEALERS' JOURNAL** (◎◎). Largest circulation; best in point of quality.

**TRIBUNE** (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

**BAKERS' HELPER** (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

## KENTUCKY.

**LOUISVILLE COURIER-JOURNAL** (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS.

**BOSTON PILOT** (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

**BOSTON EVENING TRANSCRIPT** (◎◎), established 1850. The only gold mark daily in Boston.

**BOSTON BOOT AND SHOE RECORDER** (◎◎), greatest trade paper; circulation universal.

**WORCESTER L'OPINION PUBLIQUE** (◎◎) is the leading French daily of New England.

**TEXTILE WORLD RECORD** (◎◎). Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

## MICHIGAN.

**GRAND RAPIDS FURNITURE RECORD** (◎◎). Only national paper in its field.

## MINNESOTA.

### THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

**BROOKLYN EAGLE** (◎◎) is THE advertising medium of Brooklyn.

**THE POST EXPRESS** (◎◎). Rochester, N. Y. Best advertising medium in this section.

**ARMY AND NAVY JOURNAL** (◎◎). First in its class in circulation, influence and prestige.

**THE IRON AGE** (◎◎), established 1855. The recognized authority in its representative fields.

**ENGINEERING NEWS** (◎◎).—A technical publication of the first rank.—Sun, Pittsfield, Mass. E. News prints more transient ads than all other technical papers; 1½ & 3c. a word. Try it.

**VOGUE** (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

**HARDWARE DEALERS' MAGAZINE.** In 1904, average issue, 17,500 (◎◎). D. T. MALLATT, Pub., 253 Broadway, N. Y.

**NEW YORK HERALD** (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

**ELECTRICAL WORLD AND ENGINEER** (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

**BUFFALO COMMERCIAL** (◎◎). Desirable because it always produces satisfactory results.

**CENTURY MAGAZINE** (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

**NEW YORK TRIBUNE** (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

**THE NEW YORK TIMES** (◎◎) bears "All the news that's fit to print" into over 100,000 homes within 25 miles of Times Square every morning; rigidly censors its advertising columns; a quantity of quality.

## OHIO.

**CINCINNATI ENQUIRER** (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

## PENNSYLVANIA.

"**THE PHILADELPHIA PRESS**" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper to have. Circulation, daily average 1904, 113,342.

**THE PUBLIC LEDGER** (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. 40,063 more advertisements April, May, June than same period 1904.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

## SOUTH CAROLINA.

**THE STATE** (◎◎), Columbia, S. C., reaches every part of South Carolina.

## VIRGINIA.

**NORFOLK LANDMARK** (◎◎) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

## WISCONSIN.

**THE MILWAUKEE EVENING WISCONSIN** (◎◎), one of the Golden Dozen Newspapers.

## CANADA.

**THE HALIFAX HERALD** (◎◎) and the **EVENING MAIL**. Circulation 15,683, flat rate.

## THE TORONTO GLOBE (◎◎)

2½ larger circulation than any other morning paper in Canada. U. S. representatives, BRIGHT & VORRE, Tribune Bldg., N. Y.; Boyce Bldg., Chicago.

PRINTERS' INK.

*Beginning with the September Number*

LESLIE'S MONTHLY

*will become the*

# AMERICAN ILLUSTRATED MAGAZINE

After 30 years this change is made logically, enthusiastically and unanswerably.

## WHY?

Because, the policy, appearance and personality of LESLIE'S MONTHLY, expressing the convictions of the present owners, are diametrically opposed to the qualities suggested by the name Leslie.

Because, like the men who make it, LESLIE'S MONTHLY, unashamed of its history, has the right to be judged by its present day achievements.

And because, AMERICAN MAGAZINE is a name which sums up in a word all it is and all it hopes to be.

The price will remain the same: 10 cents a copy; \$1.00 a year.

COLVER PUBLISHING HOUSE,

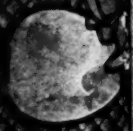
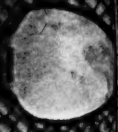
(For 30 Years Frank Leslie Publishing House)

141-147 Fifth Avenue, New York.

Western Office,  
153 La Salle Street,  
Chicago.



FICTION NUMBER





# AMERICAN ILLUSTRATED

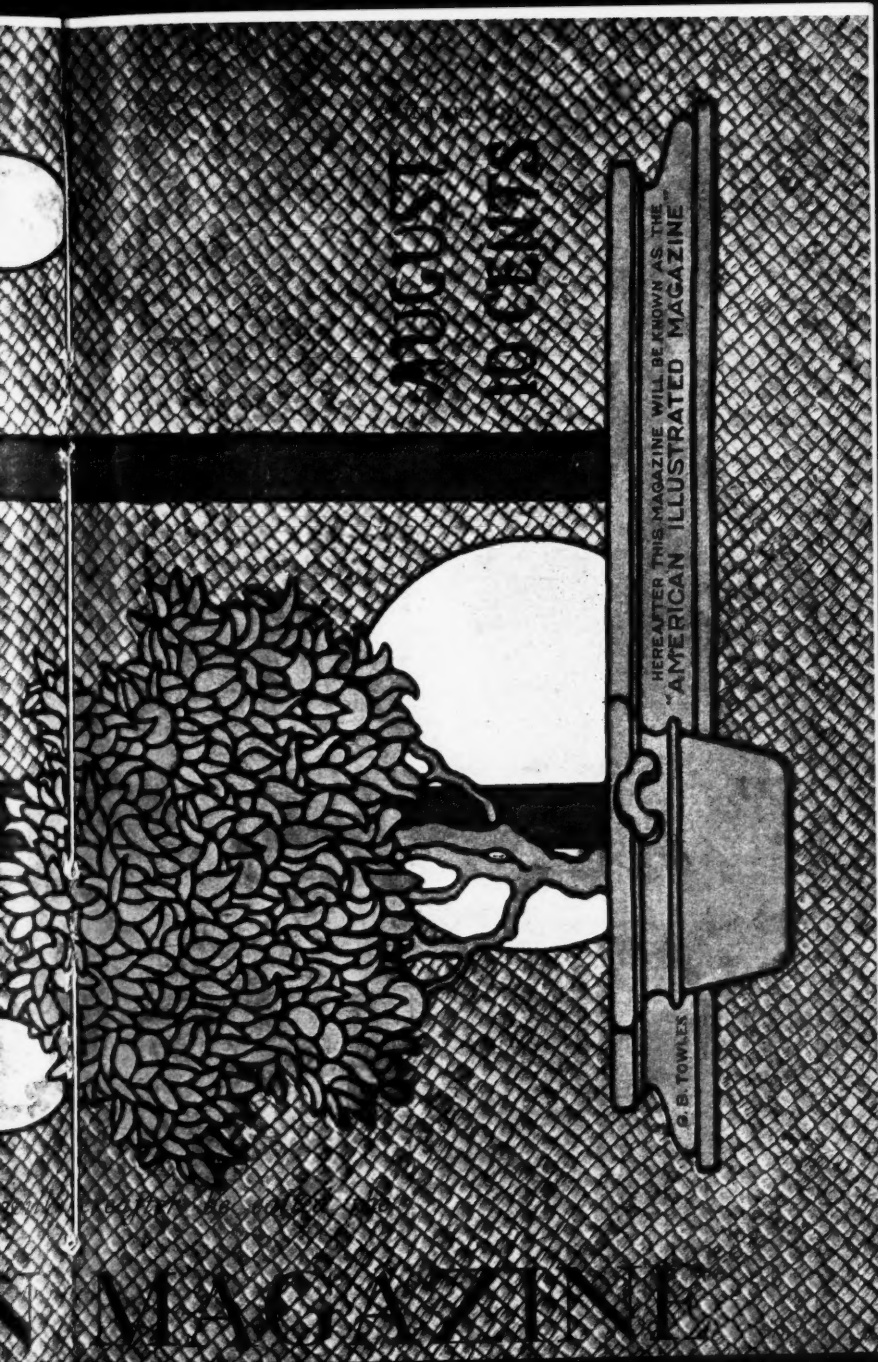
HEREAFTER THIS MAGAZINE WILL BE KNOWN AS THE  
"AMERICAN ILLUSTRATED MAGAZINE"

P. S. TOWLER



FICTION NUMBER

AMERICAN





PRINTERS' INK.

*From an ADVERTISER'S VIEWPOINT*

LESLIE'S MONTHLY

*to be called hereafter the*

# AMERICAN ILLUSTRATED MAGAZINE

*has exceptional strength.*

The quality of its circulation is the very best; the readers of this magazine are the foremost people of their city or town intellectually, socially and financially. The publishers offer to prove the quality of its circulation by official assessors' lists in any city, town or county desired by an advertiser. 10 cents is no bar to quality in circulation in the case of the AMERICAN MAGAZINE, for 30 years Leslie's Monthly.

The rates for advertising in the AMERICAN MAGAZINE are based upon a monthly circulation of 250,000 and this guarantee is exceeded.

Rates: \$280 a page;  $\frac{1}{2}$  and  $\frac{1}{4}$  pages pro rata; \$1.40 per agate line; with 5% discount for 6 months or  $1\frac{1}{2}$  page contracts; 10% for yearly or 3 page contracts.

Advertising copy should be received by the 25th of the month to insure proofs and classification; July 25th for September; August 25th for October, etc.; the last form closes on the 1st.

COLVER PUBLISHING HOUSE,

(For 30 Years Frank Leslie Publishing House)

Western Office,  
153 La Salle Street,  
Chicago.

141-147 Fifth Avenue, New York.



## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES

Advertisements: 25 cents a line, per line measure, 15 lines to the inch (\$37.50); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,  
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.  
London Agent, F. W. Sears, 5-52 Ludgate Hill, EC

NEW YORK, JULY 19, 1905.

**PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.**

**A MAKESHIFT.**

ON another page is printed an account of a meeting of publishers of mail-order publications, recently held in New York city, at which several regulations were drafted which the Postmaster-General will be urged to adopt as his own. If the Postmaster-General accepts the suggestion made and agrees to the regulations proposed it is probable that the rights of the mail-order publications to be rated as second-class matter will not be passed upon by the courts at all. From one point of view this is to be regretted. The proposed regulations, if accepted by the Department, may

act as oil on troubled waters, but there is no certainty that the arrangement will be of a permanent nature. Some twelve or fifteen Postmasters-General, predecessors of the late Henry C. Payne, were of the opinion that the mail-order publications were entitled to the second-class rate. Mr. Payne thought otherwise and would have excluded them from participation in the benefits of the second-class rate had he not been restrained by an injunction secured by the publishers interested. Mr. Cortelyou, the present Postmaster-General has, so far as can be ascertained, expressed no opinion whatsoever upon the matter, issue between the Department and the publishers having been joined before he assumed the office of Postmaster-General. Within a few months Mr. Cortelyou will relinquish the Postmaster-Generalship to become Secretary of the Treasury and a new Postmaster-General will be appointed who, if previous experience counts for anything, will not feel that he is bound by regulations promulgated by any of his predecessors. It is possible that the new incumbent, whoever he may be, may be content to leave matters as he finds them, but then again he may not. A judicial decision would have settled the question once for all. As it is it seems likely that the sole fruits of the three years' struggle between the Department and the publishers will be some new regulations and the same old uncertainty.

**Y. M. C. A. LECTURES ON ADVERTISING.**

The 23d Street Branch of the Y. M. C. A. of New York City, will this fall establish a course of instruction in advertising in connection with its educational department. Mr. Burt B. Farnsworth, the director, has engaged Mr. Frank L. Blanchard, who has been connected with metropolitan journalism for the last twenty years, to deliver a course of eighteen lectures on the theory and practice of advertising.

A SIMPLE, direct, unaffected style of telling your advertising story will be most convincing. Facts, briefly told, are what the people need.

THE real estate business, like every other, must be advertised well and constantly to be successful. The agent who is not a firm believer in advertising can be found in the rear of the procession.

In some instances the hard-headed novice has better chances of success in advertising, for he has the advantage of being removed from the technical details that often befogs the experienced advertiser, and considers methods and mediums solely upon their merits.

CARL H. SCHULTZ, a manufacturer of artificial mineral waters, 430 First Avenue, New York, has a card in the street cars reading: "Fish look at the bait before biting—be sure you look for this label before you buy."

THE elaborate catalogue issued by the Curtis Advertising Co., Detroit, gives one a pretty good opinion of the facilities that firm possesses for turning out attractive booklets and folders, but the experienced advertiser is not apt to be much impressed with the arguments designed to show that newspaper and magazine advertising is a haphazard and roundabout method of securing business. The booklet and folder have their places in the field of advertising—we could not well get along without them—but it is doubtful whether the Curtis Co.'s arguments will convince any general advertiser that he had better cut out the magazines and newspapers and put all of his appropriation into booklets and postage stamps. It would have been better had the space used in an attempt to discredit the value of newspaper and magazine advertising been employed in setting forth more fully the effectiveness of the booklet in follow-up work.

THE best school of advertising is the school of experience.

The greatest fallacy floating around in publication offices is the special position fallacy. C. J. Z.

As a result of a recent change in the editorial department of *Madame*, Robert Rinehart of the New York *Sun* became managing editor of the Indianapolis periodical. Mr. Rinehart received his training on the New York *Sun*, the Newark *News* and other newspapers about the country. His maiden effort is the August number of *Madame*, which shows many changes along lines of New York journalistic principles.

### LESLIE'S MAGAZINE CHANGES ITS NAME.

The announcement is made that beginning with the September number, *Leslie's Monthly Magazine* will change its title and will be known hereafter as the *American Illustrated Magazine*. The old name, the present publishers feel, is no longer descriptive of the publication. Frank Leslie has been dead for a quarter of a century and Mrs. Leslie has no longer any interest in the periodical. New men, with new ideas, acquired complete control of *Leslie's Monthly* several years ago and set to work to remodel it on modern lines. They have made a new magazine of it and the new name follows as a matter of course. *Leslie's*, a name to conjure with its time, belongs to a past generation. The *American Illustrated Magazine* will be a magazine for Americans of to-day.

### NEVER HEARD OF HIM.

3-7 West 29th St.,  
NEW YORK, July 6, 1905.

Editor of PRINTERS' INK:

I found on a recent trip to Ohio that there is a man by the name of A. B. Seavers, who is styling himself "Official Investigator," and who is going around asking to see the circulation books of daily papers, and assuming to be the accredited representative of prominent advertising agencies of New York City. His scheme is to offer to give a very handsomely gotten up certificate of circulation upon the payment of sums varying from \$50 to \$200.

Please let me know if you know anything about him. He certainly does not represent this agency and I have never heard his name.

Yours very truly,  
FRANK PRESBREY.

CONSIDERING how long and earnestly Mr. Chauncey M. Depew has labored to achieve his reputation as an after-dinner speaker it was unkind of the Rider-Ericsson Engine Co. to state publicly, as they did in one of their recent advertisements, that the junior Senator from New York uses one of their hot-air pumps.

AN eight page pamphlet received from Crocker-Wheeler Company, Ampere, New Jersey, advertises the electric lighting generators made by them. The cover design—a bucking broncho about to alight after a wild leap—seems to be an attempt to pun on the title-word "Lighting." The printers, Bartlett & Company, have done better than the punster.

THE employees of the Cleveland Trust Company publish each month a little paper entitled *The Eagle Eye* which chronicles the doings of the various employees and the progress made by the company. The idea is worthy of imitation by other firms desirous of strengthening the *esprit de corps* by keeping the members of various departments in touch with one another.

#### THE FIRST ONE.

COLUMBIA, S. C., July 5, 1905.

Editor of PRINTERS' INK:

In your issue of June 28th there appears a letter from the Washington *Star* asking you if the *Star* was the only paper having the three qualities, "prized by advertisers,"—largest circulation in its city, a sworn circulation statement and the Gold Marks. Your reply was that there were five other papers enjoying these distinctions, among them, the *State*. We wish to call your attention to the fact that the *State* was the first paper in America accorded these three distinctive qualities. We already had the Gold Marks and were given the Guarantee *Star* in your issue of February 8th. It was not until March 20th that the Washington *Star* had the Guarantee *Star*. More than that; the *State* has the largest daily and Sunday circulation in its State and carries more Classified Advertising than any other South Carolina newspaper. Next!

Very truly yours,

A. E. GONZALES,  
President the State Co.

THE *Home Magazine*, Minneapolis, Minn., is one of the publications that guarantees its readers against loss from misleading representations made by advertisers. Questionable advertising is not admitted at all, and where an advertiser fails to live up to promises made in apparent good faith the *Home Magazine* reimburses its readers for any losses they may have sustained through answering the advertisement. This is certainly a good policy for a paper to adopt—as good as the square merchant's "your money back if you want it."

#### FORTY YEARS OF THE "NATION."

On July 6 the *Nation*, New York, observed its fortieth birthday. From its very beginning in 1865 until now this famous literary weekly has been edited by Wendell Phillips Garrison. In recognition of his services a large number of contributors to the journal presented him with a silver vase inscribed "Presented to Wendell Phillips Garrison as a token of gratitude for the service rendered to his country by his forty years of able, upright and truly patriotic work in the editorship of the *Nation*."

A correspondent inquires whether the Little Schoolmaster blames an advertising agent for making swap offers to publishers.

PRINTERS' INK does nothing of the kind. It blames the American publisher who accepts propositions of that sort and thereby admits that advertising space in his publication has no fixed value, and wants everybody else to know that it hasn't. The newspaper publisher who swaps space cheapens his paper, cheapens himself and assists generally in taking an unfair advantage of some inexperienced advertiser. Every American publisher, who believes in a square and honorable deal, will turn down emphatically the advertising agent who wants something for which he does not intend to give a fair return.

### A REAL ESTATE AD.

The real estate brokerage firm of H. J. Sachs & Co., New York City, recently published as a souvenir a fac-simile of the first New York city directory, which was issued in 1786. A map was affixed, with a description of the metropolis in the time of Washington. Only a limited edition was issued for distribution to clients of the firm.

**BARNHART BROS. & SPINDLER**, type foundry, Chicago, group in a 24-page specimen book a number of types suitable for invitations, announcements and high grade stationery work in general. The new "French Plate" face shown is a very close approximation to copper-plate engraving and is an appropriate type in which to set wedding announcements, At home cards, and other printed matter of a social nature. The Mission Series—6 to 48 point—ought to become popular with advertisers who like a strong yet graceful type.

"MANILA ROPE" is the title of as interesting a pamphlet as has come to PRINTERS' INK's table in many a day. It is published by the C. W. Hunt Company of West New Brighton and 45 Broadway, New York. The Hunt Company in addition to manufacturing electric locomotives, coal handling machinery, conveyors, hoisting engines, etc., makes manila rope—two kinds only; for hoisting purposes and for transmitting power. In 48 octavo pages Mr. C. W. Hunt has set forth so clearly, that even a layman can understand it, all there is to know about manila rope and its uses. Tables, diagrams and illustrations are freely used and a refreshing absence of brag characterizes the whole pamphlet.

### THE C. J. Z. PARAGRAPH.

NEW MARKET, N. J., July 6, 1905.  
Editor of PRINTERS' INK:

Your "C. J. Z." paragraph on page 36 in the July 5th issue of PRINTERS' INK should be set in letters of gold!

Yours sincerely,

STANLEY DAY.

ON his recent Western trip Thomas W. Lawson was accompanied by E. J. Ridgway, of *Everybody's Magazine*.

### TRADE DEALS VS. CASH.

It is the agency making trade deals that works most harm to legitimate advertising interests.

\* \* \*

Advertisers who have been in the field for some time, or who have gained experience, have reached a step where they are not so likely to be fooled by the swapping agency.

\* \* \*

Not one strong, successful daily newspaper in a hundred will accept anything other than cash for its space, for nearly all weak-backed newspapers will bite at almost any sort of bait, so long as it is tastefully arranged on the hook. These being indisputable facts, it is very difficult to reason out how the advertiser is going to get the most for his money if he is going to permit his appropriation being bartered by an agency making a specialty of swapping propositions.

Every dollar of the general advertiser's money placed with a trade-dealing agency is being jeopardized, and every dollar not spent with a strictly cash business agency is a dollar spent which will not bring to the spender the value in returns it should.

There is but one way to make an unqualified and absolute success in newspaper advertising, and that is to spend the money with newspapers that are positively sure of their own footing and of their power among purchasers; newspapers which are run upon strictly legitimate, businesslike methods and newspapers which want 100 cents on every dollar owing them. The best and surest way in which to reach these newspapers is to place appropriations through agencies that exact a cash commission from newspapers; agencies which are in business for the purpose of making newspaper advertising successful.—*Newspaperdom*, July 6, 1905.

**THE** Natural Food Company, Niagara Falls, manufacturers of Shredded Wheat Biscuit and Triscuit have opened a store on upper Broadway, New York, for the purpose of demonstrating the processes employed in the manufacture of their products.

**THE** People's Savings Bank, Cedar Rapids, Iowa, gives in a little four-page folder, a comparison of the bank's condition a year ago and to-day. The current statement shows the amount of deposits to be nearly half a million dollars, a gain of \$150,000 over last year.

A SMALL card from the *Mail and Express* Job Print, New York City, embodies a new good-printing thought:

GOOD CREDIT. GOOD PRINTING.  
BAD CREDIT. BAD PRINTING.

This parallel expresses the difference between good printing and bad printing. If you have good credit, you can get good printing. If you have bad credit, you likely have had bad printing. If you have good credit, keep it by having good printing. If you want good printing, we can give it to you.

A UNIQUE testimonial of respect was paid by the merchants of Brooklyn to the late Howard Gibb, head of Frederick Loeser & Co., who died recently in Paris. On the day of Mr. Gibb's funeral in Brooklyn all houses belonging to the Brooklyn Downtown Business Men's Association lowered their window shades during the hours when the burial was taking place in respect to his memory. Behind the lowered shades business was conducted as usual.

A FOLDER containing warm commendations of the afternoon paper as an advertising medium is sent out by the *Evening Express*, Los Angeles, Cal. The *Express* is the oldest newspaper in its city and bears in the latest issue of Rowell's American Newspaper Directory a figure rating of 21,434, being its daily average for the year 1904. A later circulation statement credits the paper with 27,505 during the month of May, 1905.

## GROWTH.

The Detroit *Times* now publishes the exclusive evening news service of the Hearst syndicate, with a leased wire, supplementing its regular telegraph service. On July 1 the *Times* became the legal advertising medium of the city of Detroit.

## THE DES MOINES "CAPITAL'S" RECORD.

During the past six months the *Capital* published several thousand more inches of display advertising with only six publication days a week than either competitor with seven publication days a week. This remarkable showing has become a habit with the *Capital* and is due to the *Capital's* superior circulation and certain result-giving power. Below are the figures for six months:

LOCAL AND FOREIGN DISPLAY, JANUARY 1 TO JULY 1, 1905.

Month	Capital	Nearest Competitor	Next Nearest Competitor
January.....	12,747	14,289	12,277
February.....	13,701	14,004	11,045
March.....	21,263	18,318	14,614
April.....	18,884	17,654	17,472
May.....	17,550	16,824	13,319
June.....	16,058	16,317	15,754
Total ins. 6 mos...	100,203	97,406	84,481



COVER FOR AUGUST.

CATESBY & SONS, the London clothing and furnishing house, are pushing their new floor covering "Li-nola" by means of good newspaper and catalogue advertising.

### COPIES OF FIRST NEWS-PAPER.

Copies of the first newspaper published in the United States have been presented to the Free Public Library of Atlantic City, N. J., by Publisher John F. Hall, of the *Evening Union*. Unique in typographical make-up and odd in the selection of the news events, the papers are very interesting to the present-day reader. Four copies of the *Boston Gazette and County Journal*, dated July 3, 1769 and May 18, 1778, include the collection. Now yellow with age, the paper used at that time was made by hand and is very thick. The journals are very small, being four pages and having only three columns on a page. The engravings are also of an odd character, portraying in pictures sentiments extant at that time. One engraving shows Liberty seated beside a cage from which a dove has been released.

### FRAUD ORDER AGAINST THE LEWIS BANK.

A fraud order stopping the mail of the People's United States Bank, organized some months ago by E. S. Lewis, of the *Woman's Magazine*, St. Louis, was issued July 6, and is now effective. This institution, designed to receive deposits of savings by mail and issue postal currency of an original kind, has been under investigation for some time. Mr. Lewis, F. J. Cabot and Harry L. Kramer, its promoters, appeared before the postal authorities at Washington to answer charges. The Postoffice Department states that the order is issued because the directors of the bank were not men of the business standing the advertisements of the bank had given the public to understand; that Mr. Lewis's pledge to deposit a dollar of his own money for every dollar sent by a depositor had not been carried out, and that

nearly 1,000,000 of over \$2,000,000 deposits received to date had been loaned to the Lewis Publishing Co. or its president. Postoffice inspectors made a careful checking of the books at St. Louis, finding that on March 15, 1905, Mr. Lewis had received and held as payment for shares of stock in the bank \$2,289,043.61, and had accounted to the bank in an amount not exceeding \$2,204,903.05. On March 15 Lewis had loaned from the bank's funds to himself and his enterprises \$394,604.32, the paid in capital stock of the bank then being half a million. On March 29, when \$2,000,000 capital stock had been paid in, a statement furnished by Mr. Lewis at the hearing showed that he had loaned to himself and his enterprises \$907,538.83. It is understood that the funds of the bank which have not been borrowed by Lewis and his enterprises, amounting to about two-thirds of the total amount remitted, are deposited in banks and will be available toward reimbursement of the stockholders, who number upward of 65,000. It is the intention of the officers of the Postoffice Department to co-operate with the Secretary of State of Missouri for the interests of the depositors.

### REPORT ON COLLAPSED AGENCY.

A meeting of creditors of the North American Advertising Corporation was held recently in New York. This agency, managed by Frederick L. Perine, was formed on a mutual plan two years ago, several large advertisers agreeing to contribute running expenses, dividing agents' commissions as dividends. It is said that the largest advertiser interested in the scheme afterward withdrew and established an agency of his own. Receiver W. M. Seeley, who has been working upon the agency's affairs since its failure a few months since, reported to its creditors that assets of \$700 exist, with liabilities of \$6,000. It is believed the creditors will receive about two per cent of their claims.

*Men and Women*, of Cincinnati, reproduces in fac-simile some of the letters received from satisfied advertisers and prints them in booklet form under the title "Some Bouquets that have been Tossed our Way." The actual average circulation of *Men and Women* for 1904 was 87,228 copies—more than double what it was the previous year.

#### THE FOUR-TRACK NEWS.

The *Four-Track News* celebrates the inauguration of its ninth volume with a new and artistic cover, designed by Finn H. Frolich, who was the recipient of a silver medal from the Paris Exposition, and also a sculptor of several of the most effective pieces of statuary at the St. Louis Exposition.

The central idea of the design represents the globe, indicating the field of the magazine, for no corner of the earth that is accessible to the traveler is outside the scope of its articles, or beyond

the range of its influence. There are few civilized countries that have not been represented in its pages, and few which it does not regularly visit.

At the top of the globe is the allegorical figure of Progress in her quadriga, her four spirited horses signifying advancement, her extended torch typifying education.

The stage coach, the steamship, the airship and the locomotive—handmaids of transportation—are suggestive of travel and its pleasures and profits.

In the central panel each month will appear a different half-tone picture appropriate to the season.

The new cover gives a stronger individuality to the *Four-Track News*, and is a decided advance in the exterior appearance, in keeping with the steady improvement which has marked each succeeding table of contents, resulting in the wholesome growth of the magazine from sixty-four to upward of one hundred and sixty pages monthly.

The greatest harm that has ever befallen advertising as an honest business force—is the practice of swapping space. In this pernicious process somebody is always outwitted—premeditatedly.

C. J. Z.



A NEW rate card for the *Home Magazine*, Minneapolis, went into effect July 1st. Publisher P. V. Collins now claims for this monthly an average issue of 100,000 copies. Of the August issue 70,000 extra copies will be sent out as samples to a list of women, each person on which has recently made purchases by mail.

THE Ridgway-Thayer Company says that a clean sale of an edition of 650,000 copies of *Everybody's Magazine* for July has made necessary a like edition of 650,000 copies for August, and that these figures are the largest ever attained by a general magazine of high standing during the summer months. After September first the yearly subscription price of *Everybody's* will be advanced from \$1 to \$1.50.

## TWO PRESBRY BOOK- LETS.

The Frank Presbrey Company, New York, can be relied upon to turn out an attractive booklet on almost any subject, but when that subject happens to be the delights of travel the Presbrey Company is in its element. Two booklets bearing the Presbrey imprint describe "Brightest Africa" and "The Beautiful Hudson by Searchlight," both of them models of advertising book-making. "In Brightest Africa" was prepared for the Union Castle Mail Steamship Co. (New York offices, 281 Fifth Avenue). It consists of eighty pages, illustrated with more than half a hundred half-tone engravings and with an excellent map of South Africa. The attractions that South Africa offers to the traveler, the sportsman and the investor are set forth in an interesting and convincing way and the pictures of the Transvaal show many of the localities whose names were made familiar to us by the Boer war. The diamond industry of Kimberley and the gold mines of the Rand are also described. A pretty European girl with an African springbok beside her and Capetown and

Table Mountain in the distance is shown in colors on the cover. Smaller but not less attractive is the booklet describing the Hudson River, prepared for the People's Line of steamers. All of the more important points of interest from the Battery to Albany are pictured and described, and numerous extracts from the writings of the historian of the Hudson—Washington Irving—are given. It is a pity that in a booklet so nearly perfect as this is a glaring error on page 10 should have passed unnoticed. On that page reference is made to a monument that "marks the spot where Andre was shot." That he might be shot was the last request of the young English officer, but it is a matter of history that Andre suffered death by hanging. Moreover the monument referred to does not mark the spot where he was executed, but where he was captured as is stated in the inscription quoted on the same page.

CALIFORNIA MINERAL WATER CO.,  
San Diego, Cal., U. S. A.  
1420 Chestnut St.,  
PHILADELPHIA, Pa., July 6, 1905.

Editor of PRINTERS' INK:

There is hardly any necessity for adding my mite to the recommendation that you keep the "Forty Years an Advertising Agent" letters going until Mr. Rowell has run out of material.

Having entered a new field, in which I find it absolutely necessary to know advertising, "AS IT WAS," "AS IT IS," "AND AS IT WILL BE," I find PRINTERS' INK the most excellent medium for gaining condensed thought and ideas on "advertising, its use and abuse."

Mr. Rowell's letters have given me thoughts and ideas for reflection that I could not have secured in any manner, except by purchase through years of "bumping" experience. Of course experience is the only real teacher, but the man who goes for a slide down the toboggan, having been informed in advance of a steep incline at a given point that is bound to take his breath, can, in a measure, prepare for the "bump" and only needs to give half a gasp, while the fellow who goes un-informed gives a gasp and a half.

Humankind loves to read of natural, healthful, living experience and Mr. Rowell seems to have had a few of such, that should be very helpful to all enterprising men and women who believe in getting the most out of life.

Very truly yours,

F. E. MORRIS,  
V.-Pres. and Gen'l Mgr. California  
Mineral Water Co.

ALTHOUGH it is impossible to collect a cent from the Harold Phillips concern of Louisville, Ky., their advertisements still appear broadcast over the country.

### AMERICAN ADVERTISING PHOTOS IN LONDON.

J. Ellsworth Gross, the Chicago photographer who makes a specialty of advertising photographic work, has been extremely successful in London this summer, exhibiting nearly one thousand specimens of his pictures there to British advertisers and disposing of many studies. The *British Printer* says concerning Mr. Gross:

"How he came to take up this branch of illustration forms a story in itself, and a record of grit and pluck commanding warm admiration. Ten years ago Mr. Gross lived in Detroit and had charge of the engraving department of the Detroit *Free Press*. At that time he had considerable ability as a portrait painter. He left Detroit to become the manager of a lithographing company in Chicago. Here he was meeting with great success, when one night in September, 1900, after he had said good-bye to his associates in the office having completed arrangements for going to New York to assume charge of the branch in

that city, he stepped into the elevator on the ninth floor, and, with eleven others, had descended to the fourth floor, when the elevator suddenly broke and the car shot down to the basement with a terrible crash. When picked up, Mr. Gross was barely alive. It was found that his spine was frightfully injured, his legs broken, and his head badly bruised. For one year he lay in plaster casts and splints. When he was finally released from his shackles, it was found that both legs were paralysed and he was unable to lift his head. It was then found necessary in order to make him hold up his head, to resort to a steel yoke, placed around his neck. He was taken about the house and was finally able to be wheeled out of doors. His general health improved, but the paralysis continued. It was not long before he determined to see if he could do some practical work with a camera. A studio was fitted up in his barn, at the rear of his house, and there, in his invalid chair, he was moved about. He had never owned a camera previously. He sent out word to the newsboys and bootblacks of Chicago that he would take their portraits if they would come to his barn studio. Hundreds flocked to his place. He directed the work of posing, arranged the details, suggested the background and other surroundings, and gave the order to an attendant when to take the pictures. The merits of his photographs soon attracted the notice of newspaper firms and magazines, and especially of those who were engaged in artistic advertising for magazines, calendars and such publications, and it was not long before he developed a business which, in his condition, had seemed an impossibility. At the International Art and Picture Postcard Exhibition, held at Earl's Court, London, this year, he has been awarded Firsts in Class IV. and Class V., and a special Gold Medal."

ESTABLISHED 1852.

L. P. FISHER ADVERTISING AGENCY,  
425 MONTGOMERY STREET.

SAN FRANCISCO, July 3, 1905.

*Manager Rowell's American Newspaper Directory,*  
10 Spruce St. (up-stairs) New York.

DEAR SIR:—

Please enter our order for two copies of the 1905 edition of your Newspaper Directory, and inclosed herewith find check for same. Please give this order your prompt attention, as we have constant use for your book. We regard it as the best directory published, and it has daily use in our office. Yours truly,

L. P. FISHER ADVERTISING AGENCY,

H. W. KNOLL, Manager.

## THE HOUSE OF APPLETON.

THE PURCHASE OF THE "BOOK-LOVERS MAGAZINE" BRINGS INTO THE PERIODICAL FIELD ONE OF THE OLDEST PUBLISHING CONCERNS IN AMERICA—SOMETHING OF ITS PAST AND PRESENT—FUTURE PLANS FOR THE MAGAZINE.

The recent purchase of the *Booklovers Magazine* by D. Appleton & Co., the New York book publishing house, is a matter of considerable interest to publishers and advertisers. For the house of Appleton is the oldest in its trade in this country, with a single exception, and is said to be the most extensive in point of organization and publications. Furthermore, it has lately passed through a period of reorganization and is now in the hands of young men whose course during the next few years will unquestionably be watched closely by both book and periodical publishers.

Daniel Appleton published his first book in 1831, something more than ten years after the founding of Harper & Brothers. He was ten years older than James Harper, and had been trained in the dry goods business in Boston. His son, William H. Appleton, went to Europe and established connections with English and Continental publishers in the thirties, and as the business grew a London branch was established. The name of D. Appleton & Co. was adopted in 1838. In 1848 the elder Appleton retired, handing the business on to his sons, William H., John A. and Daniel S.

This house inaugurated subscription book-selling and perhaps invented the American book agent. It later introduced the plan of selling on installment payments, establishing a system that has since been worked out profitably. Probably every American man and woman of more than thirty years has studied out of the famous Webster's spelling book, in its characteristic blue board cover. D. Appleton & Co. have sold more than fifty million copies of this immortal classic. For

thirty years following its publication a million a year were sold. One printing press ran upon it year after year until it was finally worn out—yet the demand never waned. Another famous Appleton book was "Picturesque America," a subscription work with beautiful engravings, edited by William Cullen Bryant, in which a quarter million dollars was invested. It paid enormously. A third was the "American Cyclopaedia," edited by Charles A. Dana and sold by the tens of thousands of sets from 1865. The house of Appleton published in this country the works of Darwin, Huxley, Spencer and Tyndall, when to do so was to invite the attacks of religious bodies; and for fifty years its heads were so catholic and broad in their operations, that nearly every field of book publishing was covered, from fiction to abstract science.

The result is that to-day the Appleton list is easily the most comprehensive in the country, and perhaps in the world. First come books sold through the retail trade, such as fiction, history, biography, etc. In a second class are subscription books, for which the house has not only the finest machinery in its mechanical department, but also a selling organization embracing seventy-five offices in the United States, 500 traveling representatives, and offices in London and Paris. No other general publisher issues so many medical books. Still another branch of the business is the Spanish department, which publishes educational and text books for distribution in South America and Mexico, with Spanish trade and technical works. The Appleton list of educational and text books for the United States makes it one of the foremost houses in this special field, and finally there is a department which produces what are called in the trade "numbered books"—that is, special limited editions sold to collectors. An adequate idea of the extent of the Appleton list was given by a recent inventory of the printing plates in the company's Brooklyn plant. These ag-

gregate a half million dollars at the value of the metal they contain.

The second generation of the Appletons passed away in the early nineties, and for a period of ten years the third generation directed the business. Various changes in interest occurred in the years from 1897, when the house was made into a limited company, to within a year ago, when a reorganization took place and the business was subjected to a housecleaning by its new president Joseph Hamblen Sears.

Mr. Sears is still this side of forty years, and the type of direct, quick-thinking young man often found to-day at the head of big corporate interests with live blood in their veins. A native of Boston, he gave up going to Harvard in 1884 to obtain employment in a tin manufacturer's office. The salary was \$100 a year, but during the second year it doubled. Going back to Harvard in 1886 he was graduated in 1889, and then spent two years studying in Berlin and Paris. Coming home he first applied for work at all the New York publishing houses, but found there was nothing here for him. A position as reader of manuscripts offered on the *Youths' Companion*, Boston, and he took it. From this he went to the *Cosmopolitan*, and from there to Harper & Brothers, where he was glad to get a job copying letters, because it was one of the biggest and best known publishing houses in the country.

Mr. Sears evidently wrote a good round hand, for he was soon made editor of *Harper's Young People*, then assistant to the editor of the *Weekly*, editor of the *Bazaar*, then managing editor of the *Weekly* and finally, during the last two years of a twelve years' service, he was associated with George Harvey in the development of both business and literary plans. His connection with the Appleton business began in May a year ago. Readers of the *Saturday Evening Post* are familiar with his business stories, signed "Hamblen Sears," and he is the author of several books.

His training has been broad, sound and essentially modern, so that he is a man from whom something may be expected.

The purchase of the *Book-lovers Magazine* from Seymour Eaton gives the house of Appleton something it has never possessed before—a live monthly magazine to supplement its book business. Years ago when Professor E. L. Youmans induced the Appletons to become Darwin's American publisher the house established the *Popular Science Monthly*, but finally relinquished its publication. For a brief period its name appeared on the *North American Review*. Neither of these periodicals, however, could be considered a counterpart to such magazines as *Scribner's*, *Harper's Monthly* or the *Century*. Mr. Sears believed that a periodical was necessary to the Appleton business, and the *Booklovers* was purchased on May 20 because it was the healthiest established monthly that could be obtained, was at once young, yet had gone through the period necessary to firm establishment, had steadily grown since its first issue and had a character that made it different from anything in the magazine field.

"After the purchase was announced, between May 20 and June 30," said Mr. Sears, "exactly thirty-four magazines were offered us, ranging from one which could be had for \$300 to one that could be purchased for \$500,000. Another was offered free with a \$2,500 monthly guarantee against loss during the first year of our management, so that you can see many people are as anxious to get out of the magazine field as others are to get in.

"A magazine of the right sort is valuable to a book publishing house in several ways. In the first place, it becomes in a sense the banner of the house, going out every month and carrying the Appleton name abroad. Second, the house has a place in which to announce its new books completely and authoritatively. Third, a magazine has a real value in the sentiment it builds up. As people

read and like such magazines as *Scribner's* and *Harper's Monthly* they catch the definite tone and literary standard of the house, and they thus become a direct key to the books of their respective houses. A publisher's book will always be as good as his magazine. Then, a magazine is an advantage in obtaining authors' books, for the publisher can offer the inducement of publication in both serial and book form. It is a fact worth noting that publication as a serial always helps the sale of a good novel, while a poor one is always hurt by it.

"All the machinery of our subscription book business, and our organization through the book trade generally, will be employed in getting subscribers to the magazine, and we expect to greatly increase its circulation before the end of this year. By arrangement with Mr. Eaton a copy still goes to every member of the Book-lovers Library, a class of circulation that is very desirable from the advertiser's standpoint, and which will be a standard for us in getting new circulation. We bought a twenty-five cent magazine because we propose to be in the ranks of the high-grade monthlies. The character of the Appleton book list would make a cheaper periodical undesirable.

"Some criticism has been leveled at our July number, and it is only fair to state that this issue was published against time, there being less than three weeks in which to get it out. It will appear in future on the twentieth of the month. None of the colored reproductions of paintings that have been a feature of the *Book-lovers* were printed, but these will be retained as a feature. As much of the old character as is desirable will also be retained, particularly the general 'different' tone. But we shall print more fiction. Heretofore the magazine has contained only one short story each month. We shall add more, with a serial. Fiction is absolutely necessary to a magazine."

It is stated, though not authoritatively, that the word "Book-lovers" will ultimately be dropped

from the title. The present title is *Appleton's Booklovers Magazine*, but as soon as the public learns to associate the name of the house with the periodical it will become simply *Appleton's Magazine*. This transitional scheme would seem to be an extremely clever one. JAS. H. COLLINS.

#### HOW TO WRITE AN ADVERTISEMENT.

"My idea of an advertisement," said Mr. F. E. Sanborn, president of the Standard Stock Food Co., of Omaha, "is about like this—so far as copy is concerned:

"Its object is to sell goods to a man who, in all probability has not the slightest interest in me or my proposition. So I imagine I am a salesman on a through train that stops one minute at a country junction. From the rear platform I see a farmer who I think might be interested in what I have to sell. I have no opportunity to place my samples before him; I have no time to get into an argument or to listen to any possible objections which he may raise; all I can do is to say, 'Hey, mister, my goods will do this and that and the other thing for you—they'll make money for you, or save money for you, or bring you health, comfort or happiness. I can prove this to your satisfaction. My name and address is Jones of Jonesville.' 'Phone, write or wire me. Good-bye.'

"You've got to say it in such a manner as to attract his attention, when perhaps a dozen other salesmen are yelling at him, and he's more interested in looking at the passengers; you must say it with enough earnestness to make him believe it, and enough force to make him remember it; you must awaken his desire for what you offer and his curiosity to know more about it, and you must do it all before the limited express whizzes away to the next station.

"And yet, some advertising-salesmen think they ought to get all the business in the territory on the first trip."—*Agricultural Advertising.*

#### THREE KINDS OF ADS NEEDED.

In newspaper advertising it is a good plan to make your morning ads short and to the point, in fact, an index to what will appear in the evening paper. The morning paper is read at breakfast in a rush, or on the way to business. The evening paper is usually read while sitting in the easy chair enjoying a smoke after supper. The time for the big effort is in the Sunday paper.—*Salesmanship.*

THE *Everbest Magazine* is a new business periodical published by the Ewing-Merkle Electric Co., St. Louis. This concern distributes telephone and electrical supplies, and a feature of its magazine is an account of one of the manufacturing plants whose product it handles.

## REGAL PUBLICITY.

AN EXAMPLE OF VIGOR IN ADVERTISING—STRONG COMPETITIVE ARGUMENTS HAVE IN THIS CASE ACCOMPLISHED MORE THAN COLORLESS GENERAL STATEMENTS—ASSERTIONS OF QUALITY BACKED UP BY PLAIN EXPOSITION OF TECHNICAL POINTS IN SHOEMAKING.

No matter how strong and vigorous the average advertiser may make his statements, he usually

Cereal or Grape Nuts. Coffee and rival breakfast foods loom big in all his copy, and a spade is always called a spade. There is no question but his two commodities sell most extensively in their field, and are most stable. Another campaign in which capital has been made out of the strongest competitive arguments is the Regal shoe advertising.

It is said that \$5,000,000 was recently refused for the trade-

**1/4 SIZES  
IN 75 STYLES  
OF ANKLE-FIT OXFORDS**

The new Regal Oxfords are most remarkably different from any other line of low-cut shoes that can be shown to you.

We have built all of this Spring's Oxfords on special Oxford lasts, while other manufacturers are still using *one* set of lasts for both High shoes and Oxfords. Regal Oxfords cannot chafe at the heel nor gape at the sides—while other Oxfords are almost certain to do both.

We have produced a complete line of new Oxfords in *Quarter Sizes* while other manufacturers are still offering you *Half Sizes* as their nearest approach to perfect fit.

We use only the best leathers that can be tanned—while other manufacturers are shoving down the quality more and more to make up for this season's higher cost of leather.

We prove every Regal claim *before* you buy—except those that can't be proved till afterward, and those we guarantee.

We say that Regal soles are honest, old fashioned, live-oak leather, and we prove it by the "Window of the Sole."

We say that every hidden part of the Regal is made of the best material that can be worked into shoes—and we prove it over and over again with the Regal buzz-saw.

We say we offer you a "six-dollar shoe at the wholesale price"—and we prove it.

We say the Regal will outwear any shoe made, at any price—and we guarantee it.

Send for Style Book. Mail Orders Promptly Filled.

WILD ABOUT FIVE DOLLARS TO CONVERT.

The Secret Secret Store Buffalo in the West.

Wholesale Store in New York and New London in New England.

**\$3<sup>50</sup> REGAL \$3<sup>50</sup>**  
**THE SHOE THAT PROVES**

NEW YORK  
300 Main Street  
Opp. Broadway Hotel

CHICAGO  
300 Main Street  
Opp. Broadway Hotel

BUFFALO

**The "PEG"**

One of the many, no matter of the year. A great favorite with young business and college men. Made in Black, One Metal, Brown and Patent Leathers, with light extension soles, military heel.



stops short of carrying the war over into his competitors' country. Advertising campaigns in the United States that frankly attacks competitors may be counted on the fingers of one hand. Yet, while advertising authorities have always counseled moderation in dealing with competitors, it is an unquestionable fact that most of the direct competitive advertising has been highly successful. Nobody ever accused Mr. Post of moderation in exploiting Postum

mark and good will of Regal Shoes. Eleven years ago the whole Regal business consisted of one retail store, a good name and an advertising policy. This year the Regal Shoe Co. has ninety-three stores, with a far-spread mail-order business, and its trade extends not only into Great Britain, but into other foreign countries.

The advertising that has accomplished this result is well worth looking into for a number

of reasons. It has been for ten years an unmistakable model of argumentative, analytical publicity which never takes it for granted that the casual reader is already interested. It has always sounded sincere, always been consistent, always disclosed back of its statements a personality. The advertising has never been a separate feature of the business, designed merely to reinforce the sales department, to clear the way for traveling salesmen or to induce the retailer to handle Regal Shoes, but has been utilized to

last thing in the world that would induce consumers to spend good money for shoe leather, so he has steadily argued in the same sort of plain, convincing English that the commercial traveler long ago found it necessary to adopt instead of relying on a stock of funny stories.

Style? Well, where do shoe styles come from? Who designs

#### A LETTER TO STORE MANAGERS.

TO STORE MANAGERS—We have heard that one of our store managers said to a new salesman a little while ago: "These shoes sell themselves. It's the extras you want to put in your licks on—the boot-trees and the polishing outfits."

Now he was dead right about the extras—but he was the deadeast kind of wrong about the shoes.

It's just because the Regal is a good, fat money's-worth that you've got to be a good salesman to sell it. You go out on the street and try to sell eight new, clean, bright five-dollar gold pieces for 38 cents each and see if you haven't.

Don't you let your salesmen forget that it takes the average man a good while to save up \$3.50, and a whole lot of conviction and personal influence and human contact and faith and interest to get him to reach down and haul it out and hand it over for shoe-leather.

The Regal shoe is just two-thirds sold when a man comes into the door.

If Regal shoes "sold themselves" how long do you think it would be before we had Regal slot-machines on every street corner instead of running stores?

We are writing this at this time because we have lately received letters from rather too many people to the effect that some of our salesmen rush the fit of the shoes and show interest only in the selling of the extras.

Please be reminded that you can't talk extras too hard but you can talk them too soon. Your customers' come in for shoes. Sell them first what they want and let them see you are anxious to do it. Then sell them anything else they will pay for short of the lamp bulbs and the safe.

Very truly yours,  
REGAL SHOE COMPANY (Inc.)

P. S.—Don't let your salesmen think we are writing this general letter merely for the fun of it—just because it may sound good-natured and easy—will you?

the latest fashionable shoe, and how is it possible to work this style into a \$3.50 shoe? This is one of the points that Regal advertising has played up prominently. Leather? Who tanned it? How do you know it will wear? Materials? What's the inside made of? Can you prove it? Workmanship? How is the shoe lasted, by hand or machine?

Sincere and constant repetition of these familiar Regal phrases was bound to be convincing: "Tannery to consumer;" "One

**NO CHAFED HEELS WITH  
REGAL OXFORDS**

Regal Oxfords are built in *Quarter Sizes* on special *Oxford lasts*—lasted, stretched and finished on them.

Other manufacturers make their Oxfords on their regular high-shoe lasts.

Your Regal Oxfords are rightly "shaped" at the heel, and they close in firmly the moment your foot enters—and never chafe. They are correctly modeled at the sides, and they conform so closely to the lines below your ankle that "tapping" is impossible. The high arch under the instep is so well fitted that the vamp shows no small-cut wrinkle.

Only the cost-saving, one-profit Regal system of making and selling shoes direct from "tannery-to-consumer" enables us to produce such a faultless shoe as the Regal, especially with this season's new and costly features, for \$3.50 instead of \$5.

**The "PEG"**  
One of the swiftest models of the year. A great favorite with young business and college men. Made in France, Imported Patent and Black Ox Nubal Leather.

**\$3.50**

Send for Style Book. Mail Orders Promptly Filled.

**REGAL**  
THE SHOE THAT PROVES

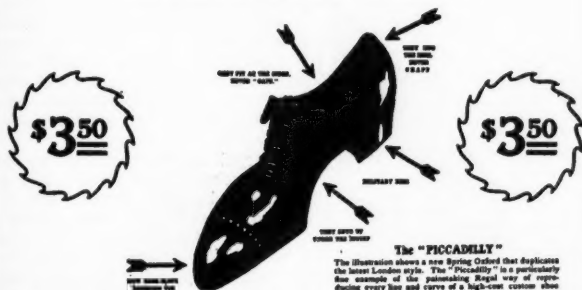
create the entire business, maintain it, and steadily increase it. Newspaper and magazine ads, posters and window displays and, hardly less important, letters to store managers, have been made to reinforce one another. Thus its left hand has always known what its right hand was doing. Elmer J. Bliss, treasurer and active director of the Regal Shoe Co., conceived and developed the plan of making the best shoes that could be profitably sold for \$3.50, and of selling them through his own stores by telling the people how those shoes were made and what they were made of. Oratory and flagrant seemed to him the



profit, one price;" "A six-dollar shoe at the wholesale price;" "The shoe that proves." This last has been least of all an empty phrase, for as everyone familiar with the advertising knows it has been backed up by a buzz-saw in

pare this kind of advertising with pointless assertions of the "We-have-the-best" kind. Yet millions are spent yearly for the latter, and many advertisers seem to think that it is the only appeal worth while to make to the people who

## ANKLE-FITTING REGAL OXFORDS IN QUARTER SIZES



The "PICCADEILLY"  
The illustration shows a new Spring Oxford that duplicates the latest London style. The "Piccadilly" is a particularly fine example of the painstaking Regal way of reproducing every line and curve of a high-cost custom shoe.

**T**HERE'S no line of Oxfords in any store in the country this week to compare with the new Spring Regals. The new Regal styles are not merely *new*, they are *correct*—copied exactly from models designed this season by two or three American and European bootmakers who set the world's fashions in footwear.

The "perfect fit" of the new Regal Oxfords is not a mere combination of familiar words but an absolute certainty. Every style is provided in *quarter* sizes as well as *half* sizes, and in *eight* widths instead of the usual *six*.

Moreover, all the Regal Oxfords in all of the 93 Regal stores have been built on specially-shaped Oxford lasts instead of ordinary High-Shoe lasts. They clasp the heel firmly and cannot slip. They lie closely at the sides and cannot bulge. They fit as smoothly under the arch of the instep as they do over the toe.

The Regal Oxford is a "six-dollar shoe

at the wholesale price." There isn't one single feature in any six-dollar shoe ever sold that isn't in the Regal.

We have adopted every means that we have been able to devise so far, to prove the Regal *before* you buy. And we stand back of Regal wear and shape-retention—which you can only prove *after* you have bought your shoes—with the solid Regal guarantee.

There is no slightest risk in paying \$3.50 for those new shoes instead of \$5 or \$6.

Is there any imaginable reason why you should be advised to buy a shoe at any price *without* those Regal features?

SEND FOR STYLE BOOK.

MAIL ORDERS PROMPTLY FILLED.

SOLD DIRECT  
FROM  
TANNER  
TO  
CONSUMER

# REGAL

THE SHOE THAT PROVES

LARGEST  
RETAIL SHOE  
BUSINESS  
IN THE  
WORLD

every Regal store, cutting up Regal shoes to prove what they were made of, with a removable label on the bottom of every shoe to show the color and texture of the unfinished oak-tanned sole.

It is a profitable thing to com-

buy and wear their products. In Regal advertising attention has been centered upon making each ad part of a series. One leading point, generally, has been worked out in each ad. Far from ignoring competitors, the Regal pro-

gramme has been not only to say those things that could be said about any other shoe, but also to emphasize all those things that could *not* be said about any other shoe.

During the spring of 1905 a

### Why Regal Oxfords Fit

Regal Oxfords fit where most Oxfords chafe—at the heel. They fit snug where most Oxfords "gape"—at the sides. They are smooth where most Oxfords wrinkle—under the instep.

They are built over special Oxford lasts, while other Oxfords are built over ordinary lasts—that's the reason why!

It was a huge undertaking to equip the Regal factory with a duplicate set of specially-designed Oxford lasts, and it couldn't have been done except through the waste-saving Regal factory-to-consumer system.

It's that same direct one-profit system

that gives you a choice of 75 new styles in Quarter Styles; that

gives you honest live-oak leather in the soles and a way

of proving it; that gives you the best-sewing shoes sold

at any price—and a guarantee to back it; that gives you

absolutely any style of shoe and any kind of

leather you prefer—and only one price

to think about; that makes that one price \$2.50

instead of \$4.

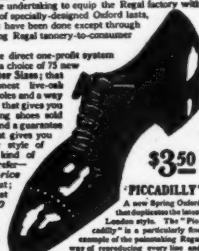
ALL THE NEW SPRING STYLES IN QUARTER SIZES

Send for Style Book. Mail Orders Promptly Filled.

Send direct from factory to consumer. The lowest possible prices in the world. All shoes to be shipped from New York to New York.

## REGAL

THE SHOE THAT PROVES



\$3.50

'PICCADILLY'

A new Spring Oxford

that duplicates the latest

London style. The "Pic-

caddy" is a particularly fine

example of the painstaking Regal

way of reproducing every line and

curve of a high-cost custom shoe. Made

in Paris, One World and King St.

sharp arrows have been pointed at each place in the low-cut Oxford where fit has been improved in the Regal models. It will also be noted that points driven home by previous expensive campaigns, such as that for the buzz-saw, are occasionally echoed. When an expensive advertising hit has been scored it can thus be re-emphasized at small cost. Perhaps in no other way can a few words be made to go so far in publicity. Regal advertising also has a unity, secured by the use in all newspaper ads, posters and booklets, of similar typography and features such as the name-plate, buzz-saw, same way of showing shoes, etc.

Regal advertising has another interesting phase. Mr. Bliss has always believed in the necessity of a somewhat different appeal to women. Consequently, the Regal advertising divides naturally into "man's copy" and "women's copy." The same general layout is followed rather closely in both, but copy for feminine readers is made more dainty by a decorative name-plate, an open-work border and a lighter face of type, while the arguments have been hinged more strongly on the point of style—particularly Paris and London style. Yet the desire to make this copy feminine has not led to

special campaign was focussed on two strong new points, exclusive with Regals. These were quarter-sizes and ankle-fitting Oxfords. Advertisers who have heretofore looked upon billboards

**ANKLE FIT**

\$3.50

MEN'S STORE  
364 MAIN ST.

**REGAL**

THE SHOE THAT PROVES

**1/4 SIZES**

\$3.50

WOMEN'S STORE  
362 MAIN ST.

as fitted only for the general enforcement of a name or trademark should note that the Regal arguments have been used in posters to good effect, the latter being made to demonstrate technical points in shoe construction, Hard,

the neglect of other Regal points. Regal advertising is prepared and placed by the Ben B. Hampton Co., New York City, the organization of this agency keeping in touch with Mr. Bliss and working out the details of the

distributive programme. From the first the leading ideas in Regal Shoe publicity have originated with Mr. Bliss.

### A TRADEMARK BETTER THAN A PATENT.

The absolute truth of this story cannot be vouched for. But simply as an assertion it carries an advertising moral that justifies repetition:

Before Postum Cereal was advertised by Mr. Post, it is said, another manufacturer in Battle Creek had introduced a cereal coffee substitute of much the same character, but in a comparatively restricted area. He employed no advertising, and his product was not known outside a circle of 100 miles. The process by which it was made could not be patented, nor could any form of patent or protection be applied to the coffee substitute itself. Mr. Post began the manufacture of a similar product, as he had a perfect right to do, but more far-seeing than his predecessor, applied to it a trademark and immediately began advertising to make that trademark valuable. Literally hundreds of coffee substitutes have come into the field since, but none has been advertised so extensively as Postum Cereal, nor has any grown to one-tenth of the sales of the Post product. The trademark of Postum Cereal has grown with the sales of the commodity until today there is no way of estimating its value. Any proposal for purchase would probably involve a money consideration running into millions.

The National Biscuit Company furnishes a similar illustration of protecting products that could not in any way be patented, either as articles or processes. Even the Innerseal carton has not escaped passable imitations. But the use of a trademark, conjointly with wide advertising, has built up a trade and established a degree of security not paralleled by any great patented invention.

Compared on their merits, protection by patent as against that

by trademark and advertising gives every advantage to the former. A patent, when obtainable, runs only for a certain number of years, after which it becomes the property of the public. Moreover, every great commodity protected by patent is soon brought into combination with rivals that fairly approximate it without definitely infringing rights. A patent at best can only protect the article itself, and has no bearing on protection of demand for that article. A trademark, exploited by advertising, on the contrary, is something more than a patent upon the article. It gives protection of demand. No colorable imitation of a trademark likely to confuse purchasers or pass as the original can be protected in a court of equity. A trademark has no limited term of life, but continues indefinitely, each year gaining in value. Furthermore, the trademark protects demand as well as commodity—the latter form of protection being in fact, the most valuable right in a recognized mark. A patent in comparison is a clumsy device for safeguarding proprietary interests.

The Kodak camera furnishes an interesting instance of protection by both patent and trademark. When these cameras were first introduced they were a wholly new idea. The originators had the foresight to take out something more than a patent, however. The word "kodak" was invented and applied to them, taken up by the public, and is today a word in the English language, found in the Standard and other modern dictionaries as a noun and a verb. Other cameras soon appeared, some infringements of the patent right, some entitled to patent protection. Many suits have occurred in the past ten years over the rights of the Eastman Kodak Company. In numerous cases where the dispute turned upon patent rights the originators of the Kodak have been defeated. But where cases were decided on trademark rights and the protection of trademark demand the Eastman Company has always won. The expiration of

its patents can never harm the demands created by the trademark and advertising, and it is not too much to say that had the Eastman Kodak Company never taken out a patent, but depended wholly upon its coined word for protection, the demand for its products would to-day have been as large and as safe from violation.

### A FINE BANK BOOKLET.

A new point of view seems to have been struck in the booklet issued by the Mechanics' and Farmers' Savings Bank, Paducah, Ky. This little volume is entitled "A Safe Investment for Idle Money," and makes the ordinary savings appeal almost entirely upon a basis of safety. Following is a condensation of the text:

#### A SAFE INVESTMENT FOR IDLE MONEY.

The object of this booklet is to show that we have a safe investment for idle money.

When we speak of idle money we mean money which is not invested, or money which is not earning money.

Money which is not earning money, is losing money.

#### SAFETY OF THE INVESTMENT IS THE FIRST CONSIDERATION.

The first question we usually ask about an investment is, whether it is safe or not. There are few of us who care to invest our money in investments which are not safe.

After we know whether an investment is safe or not, we then inquire about the amount of income, or rate of interest. It is very rarely that we can find a perfectly safe investment which has a high rate of interest.

As a rule, if an investment is absolutely safe the rate of interest is low. On the other hand, we usually find a high rate of interest in those investments which are not regarded absolutely safe.

The reason absolute safety and a high rate of interest are not usually found in the same investment, is because investments which are absolutely safe do not have to have any other inducements in order to be sold than the fact that they are safe.

While investments which are not absolutely safe must have a high rate of interest in order that they may be sold, they must have a sufficiently high rate of interest to make it worth while for the speculator to risk his money on them.

Speculating is investing money in things about which there is much uncertainty, but which may or may not yield a large return on the money invested. Gambling is risking money on things that have no certainty whatsoever and which in case we win we will receive something for nothing; and which in case we lose we will give something for nothing.

We can have it as a rule, then, that invest-

ments do not usually combine absolute safety with a high rate of interest.

#### FOUR PER CENT COMPOUND INTEREST.

This bank pays four per cent interest, compounded twice a year, on any sum of money from \$5 to \$2,000. Special arrangements will be made for any sum of money above that amount.

We expect, and in fact prefer, that investors investigate this bank; the way it is conducted; the men who run it; and, in short, every point the investor usually wishes to know about an investment proposition.

A bank properly conducted forms the best investment for those people who do not have time to investigate the different forms of investments which are offered.

A bank is safe because, first, it deals in an article (money) which retains its value all the time. An article whose value does not depend on any conditions. Second, a bank's business is the same year in and year out.

Its business is to so invest its funds as to give the greatest security to its depositors and a fair return to itself for the expense and trouble of handling the money.

The nature of its business makes it so that the successful continuance of the business does not depend on any one man or set of men.

In other businesses we often see a concern go down upon the death or withdrawal of some member of the firm. But with a bank, its officers are changed as often as are necessary, and still it continues successfully.

The men chosen as officers of a bank are usually men who have made a distinct success in other lines of business.

When the safety of investing or depositing money with us is considered, four per cent compound interest is a good rate of interest to receive on the investment.

#### THE IMPORTANCE OF NOT HAVING IDLE MONEY.

If we would be the most successful, we must make every dollar earn as much as possible. It is a common saying that money which is not earning money is losing money.

Every idle dollar is losing money to the extent of the money it might earn. Business men of to-day realize the importance of having every dollar earning as much as possible.

If you have any idle money you are losing four per cent compound interest, for it would earn that much if left with us for one year, and be absolutely safe, too.

Anything that would hurt our depositors would hurt us. For that reason this bank could not afford to do anything that would make it unsafe for people to deposit money with us.

Any amount of money will double itself in 17-23 years at the rate of four per cent compound interest.

#### THE MECHANICS' AND FARMERS' SAVINGS BANK.

There is one point about a bank that we have always recognized and admitted and

that is that the men who run a bank is the feature that makes a bank safe or unsafe.

It's a good thing for a bank to have a large surplus. It shows that the bank has been well managed in the past. It is also one element of a bank's strength.

But the biggest surplus in the world counts for nothing if the men who have charge of that surplus and the rest of a bank's business are not safe men. When we say safe men we mean men who are first-class business men; men who are honorable business men.

The Mechanics' and Farmers' Savings Bank is not the oldest or biggest bank in the country, but it can stand any kind of an investigation of its business and officers that anyone may like.

Its officers include men who are at the head of, or who have control of, some of Paducah's largest enterprises.

The laws of Kentucky require State banks to keep 15 per cent of their deposits on hand all the time. That insures plenty of money to meet all demands.

In addition to the capital stock of this bank, which is \$50,000, the stock-holders are responsible for another \$50,000. The individual wealth of this bank's stock-holders, which is large, makes it certain that this could be met in the event that it should be necessary.

#### OUR PURPOSE.

We are seeking deposits of those people who want a safe place to keep money, but who, at the same time, feel that they cannot afford to let it stay idle.

We know this bank is safe and we believe that you will know so, too, after you investigate.

We will pay 4 per cent per annum, compounding twice a year, on all sums up to and including \$2,000, and will make special arrangements for any amount above that sum.

If you have any money from \$5 to \$2,000 which is not earning interest, you can figure out what it would be worth to you to have it with us earning 4 per cent compound interest.

It is impossible for us to say as much in this booklet as could be said in favor of depositing money with us; but we believe enough has been said to convince you that our proposition is at least worth investigating, and if we can induce you to investigate we will have accomplished all we desire.

Of course you have only our word for it that what we have stated is true, but that, also, we know can be proven upon investigation.

**MECHANICS' AND FARMERS' SAVINGS BANK.**

#### THE MODERN CIRCULAR IS READ BY THOUSANDS.

It has not been so very long ago when the "circular" was the form much used by all classes of merchants whenever they had something special to offer to their patrons or when they were reaching out for new trade. If the tailor receive a new line of cloths, he "circularized" his customers and asked them to come and see them. When the haberdasher put in his latest importations of shirts or ties, he sent a "circular" to his particular patrons apprising them of the fact. If the bootmaker removed from his old quarters to a

different neighborhood, he notified all of his patrons by a "circular."

But the up-to-date merchant is more progressive. He realizes that there is a surer, quicker and better way to reach not only his regular trade, but persons who might become good customers.

Did you ever stop to think how expensive it is to send out a circular? There's the stationery, the printing, the time of addressing, and finally the stamping—and it takes a two-cent stamp to make an impression, or get a reading, for the envelope stamped with a one-cent stamp is sure to find a short cut road to the waste basket. The smallest list usually contains, say three or four thousand names, which makes the cost quite considerable. Yet the new way, namely, the newspaper, saves you a whole lot of money, time and trouble and reaches not only the three or four thousand particularly singled out, but over a hundred thousand more whose names would in many cases be utterly impossible to secure. And think how much more satisfaction the new way affords!

The circular may reach the recipient at an inopportune time. The same mail which brings it may also bring some letter of great importance, and, naturally, he will put the circular aside for the more absorbing mail. Not so with your "modern circular" in the newspaper. When the man or the woman takes up his or her newspaper—they are in the mood to read—they are looking for news—and modern advertising is news. So, where the old-time "circular" was merely given a cursory glance, its successor, the newspaper advertisement, is sought out and eagerly read. **JOHN H. SINBERG.**

#### Advertisements.

*All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.*

#### WANTS.

**A** DWRITERS wanted; commission basis. Address with stamp, **ARCHBOLD'S ADS**, Afton Place, Cleveland.

**T**HE sworn average daily circulation of the Hornellsville, N. Y., **MORNING TIMES** for the past 10 months is 4,369 copies.

**PRACTICAL PRINTER** and newspaper man seeks place as manager or editor small city daily, or as assistant adv. writer. Address MISSOURIAN, care Printers' Ink.

**WANTED**—Several solicitors on special edition work. Good proposition. Address STAR-INDEPENDENT, Harrisburg, Pa.

**WANTED**—Salesmen to handle our line of Advertising Novelties and Badges. Comm. ST. LOUIS BUTTON CO., St. Louis, Mo.

**WANTED** position as ad writer in North Central States. Fifteen years writing and practical printer. PERRY DAVIS, 254 Vanburen St., Frankfort, Ind.

**THE** circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

**A YOUNG MAN** with five years' experience as assistant circulator, desires position as Circulation Manager on good daily. Best references. Address "B 199," Printers' Ink.

**POSITIONS** open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 308 Main St., Springfield, Mass.

**CONCERNING TYPE**—A Cyclopedia of Every-day Information for the Non-Printer Advertising Man; gets "type-wise," 64 pp., 50c. postpaid; agents wanted. A. S. CARNELL, 150 Nassau St., N.Y.

**NEWSPAPER WANTED**—Experienced newspaper man, editor, desires to purchase small daily and weekly newspaper in one of the Southern States. Address "PAPER," care Printers' Ink.

**WANTED**—Experienced medical mail-order man, capable of putting a new Consumption remedy on a profit-paying basis. Give particulars and proposition in first letter. CONDORE (U. S. CO.), Los Angeles, Cal.

**HUSTER, 22,** seeks permanent position. Start now or later. Five years in advertising business. Formerly with Geo. P. Rowell & Co. Favorable reference. HERMAN PRICE, 1573 Madison Avenue, New York.

## IT DESERVES A GOLD MARK!!!

Capital or partner is wanted for manufacture and sale of the greatest emergency remedy ever used. Relieves pain. Saves life. Universal and safe. Particulars with sample on request. Address this paper.

**ADVERTISEMENT WRITER**—Large general advertising concern wants experienced man. Must be capable of handling a variety of subjects with dispatch and originality. Unusual possibilities for right man. To receive notice, state experience, references, salary wanted, inclosing samples of work if possible. All communications considered in strict confidence. Address "L. W.," Printers' Ink.

**ADVERTISING STUDENTS**—Young men and women who seek an opening for their business abilities wanted to take up new development of advertising and business exploitation. Liberal incomes are assured to bright intelligent persons who become proficient specialists in this line of advertising work. Write To-day for full particulars. Inclose stamp for reply. THE W. H. MARTIN COMPANY, 25 East 23d, Street, New York.

**AN OPPORTUNITY FOR YOU**—Many men fail to succeed through lack of opportunity. We lack the right men to fill hundreds of high-grade opportunities now on our lists. We have Executive, Clerical, Technical and Salesman positions, paying from \$1,000 to \$5,000 a year, which must be filled at once. If you want to better your condition write for plan and booklet. Offices in 12 cities. HAPGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$5 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

**EVERY ADVERTISER** and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

**ADVERTISING SOLICITOR** wanted by a large advertising agency. Must have a good record and be able to handle large propositions. Agency experience not necessary. Write giving references and full particulars concerning experience training, etc. Address "L. L.," Printers' Ink.

## Advertising Solicitor Wanted.

Young Man of Personality, Good Address, and newspaper experience in business and advertising department. Do not apply unless you have filled good positions successfully. Address P. O. Box, 5421 Boston.

## TO ADVERTISING SOLICITORS.

We have an opening in several districts in Pennsylvania, Massachusetts, Ohio, New York and Indiana for an advertising solicitor whose time is not wholly occupied by his present work. To such a man, who is a good solicitor, and who can devote five or six hours each week to our work, we have a proposition to offer by which he can become the publisher of a local paper.

We require no investment of capital. Address "PROPOSITION," care of Printers' Ink.

### FOR SALE.

**FOR SALE**—Chalk Plate Engraving Outfit, cheap. H. L. WESTCOTT, South Butler, N. Y.

**FOR SALE**—Thorne typesetting machine, 8-point, in good running order. E. DANIELY, Skippack, Pa.

### NEWSPAPER FOR SALE.

**FOR SALE**—Leading weekly newspaper and job office in Eastern New York village of 7,000 population; good business. Excellent opportunity for starting a daily. Price \$4,000. Please don't write unless you mean business and are able to buy. Address "M. B. S.," care of Printers' Ink.



COIN CARDS.

33 PER 1,000. Less for more any printing.  
 THE COIN WRAPPER CO., Detroit, Mich.  
 1,000 for \$3. 10,000 \$30. Any printing.  
 Acme Coin Mailer Co., Ft. Madison, Ia.  
 TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Santol, Dr. Charles Fish Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 709 Oakland Bank Building, Chicago.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

SPECIAL AGRICULTURAL JOURNAL.  
 Can be bought for \$3.00.  
 Circulation, 40,000.  
 Gross business, \$18,500.  
 Net income, \$3,500.  
 An unusual opportunity for individual Possessing the publishing instinct.  
 EMERSON P. HARRIS,  
 Broker in Publishing Property,  
 253 Broadway, New York.

ADVERTISING AGENCIES.

O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal advertising exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

DORMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila. etc.

THE H. L. IRELAND ADVERTISING AGENCY Handles but one business of a kind. 925 Chestnut Street, Philadelphia.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

ADVERTISING.—Complete yearly service for less than \$c. a day. If interested write for Booklet. HOPKINS CO., 1 East 42d St., N. Y.

YOUR ADVERTISEMENT in 43 Magazines for the price of one. Investigate. ACME AD AGENCY, 448 Seventh Av., Bklyn., N.Y.

ALBERT FRANK & CO., 55 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco.—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

INCREASED appropriations for Canada are the rule with American Advertisers. We can achieve results through intelligent selection of best mediums which no agency outside of Canada can do. Write us. THE DESERATS ADVERTISING AGENCY, Ltd., Montreal.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

ILLUSTRATORS.



A brainy business-bringing idea from the breezy west

Introduce them in your "follow-up" and notice increased returns. Write on your office stationery for specimens and particulars.

WARD & DELAY,  
 (Originators of Illustrated Letters)

40 Dearborn St., Chicago, Ill.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR Ptg. CO., 514 Main St., Cincinnati, O.

ADVERTISING MEDIA.

DE RUISVRIEND—Cover eight States Seven cent agate line. Grand Rapids, Mich.

THE BEE, Danville, Va. Only evening paper in field. Average circ'n, 2,324. Rates low.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

THE EVANGEL.  
 Scranton, Pa.  
 Thirteenth year; 20c. agate line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE next issue of the American Newspaper Directory will show that the average issue of the Troy (O.) RECORD in 1904 was 1,150. Average in 1903, 1,138.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 92,152 circulation guaranteed; proven; 350,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

PAPER.

BASSETT & SUTPHIN,  
 45 Beekman St., New York City.  
 Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York

ADVERTISING.

JOHN CUTLER, WRITER OF ADVERTISING. Box 2312, Boston, Mass.

PRINTING.

PRINTING—Envelopes, Billheads, Tags, Cards and Statements \$1.30 per 1,000 up. Get our prices for other work.

MERIT PRESS, Bethlehem, Pa.

COMPLETE PRINTING OUTFIT

Quarter-Medium Coll's Army Press, Motor, Pearl Paper Cutter, Imposing Stones, Stands, Cases, plenty of body and job type for all kinds of small work. Everything modern and almost as good as new. Cost \$1,000, but will be sold right for quick removal. Full inventory, etc., on request. Address: D. H. BACON, Derby, Conn.

CKDAR CHESTS.

MOYTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. FLEMONT FURNITURE CO., Stateville, N. C.



## DISTRIBUTING

DISTRIBUTING in the Southern States produces results that are entirely satisfactory to advertisers who place their contracts with the Bernard Agency. Write CHAS. BERNARD, Savannah, Ga.

## PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. S. F. MYERS CO., 47 w. and 49 Maiden Lane, N.Y.

## POST CARDS.

HALF TONES made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished. STANDARD, 61 Ann St., N. Y.

## ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 1310 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,  
123 Liberty St., New York.

## BOOKS.

"BATTLE OF GETTYSBURG," price 15 cts Address W. SCOTT, Atty., Gettysburg, Pa.  
PATENTS THAT PROTECT—72-p. book mailed free. R. S. & A. B. LACEY. Patent and Trade-Mark Experts, Washington, D. C.  
Established 1869.

## ELECTROTYPEFERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. WEBSTER, CRAWFORD & CALDER 45 Rose St., New York.

## HALF-TONES.

NEWSPAPER HALF-TONES.  
2x3, 75c.; 3x4, \$1; 4x5, \$1.50.  
Delivered when cash accompanies the order. Send for samples.  
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. News per process-engraver. P. O. Box 515, Philadelphia, Pa.

## DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO 245 B'way, N. Y.

## CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices upon request. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

## SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.  
Special prices to cash buyers.

## PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

## ADVERTISEMENT CONSTRUCTORS.

## EFFECTIVE ADVERTISING.

Our service will make your advertisement or your booklet a paying investment. Do you want it? R. C. GAMBLE.  
3750 Gramercy. Flatiron Building, New York.

## PERHAPS

A recent circular of mine, treating of the possibilities of the "Follow Up Letter," might interest you! If so I will gladly mail you a copy of it—free, of course.  
No. 47, FRANCIS L. MAULE, 402 Sansom St., Phila.

**Ads that advertise**  
ERNEST C WHITE  
LIBERTY NY

## FACTS made into reasons why.

SO FAR, AT LEAST, GRATIS.  
S Your writing me for samples of my work will cost you nothing—nor will I lay you under any obligations whatever. The fact that I constantly win new clients by sending such samples to correspondents will explain why I seek such opportunities to show what I have done. I make circulars, folders, price lists, catalogues, trade primers, circular letters, announcements, mailing cards, booklets, notices, newspaper, periodical and trade journal advertisements, etc., etc.—all of these with "peculiarities" of their own.  
No. 45, FRANCIS L. MAULE, 402 Sansom St., Phila.

## TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 253 Broadway, New York.

"REAL ESTATE," Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

## ADVERTISING NOVELTIES.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢. J. C. KENYON, Owego, N. Y.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

Color Barometers. The latest novelty. Can be mailed in 6¢ envelope, penny postage. 35¢ per 1,000, including imprint. Send 10¢ for sample. FINE & SON, 5th. above Chestnut, Philadelphia.

## IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters. "Small Quantities at Small Prices" 100, 50c.; 200, 50c.; 300, \$1.25; 500, \$1.95, prepaid. Write for booklet and specimens. HOPKINS CO., 1 E. 43d St., N. Y.

**FRANKLYN HOBBS**  
"HIMSELF"



CHICAGO  
LETTERS FOR  
300 READING ADVERTISERS

Send him Two Red Stamps for book "Himself and His Red" and he will send the stamps back on the book.

# COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE FREE OF CHARGE!  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The Sanitaire Bed is, according to this advertisement, a germ-proof bed, but it does not look it.



## NO.1

According to the illustration it would seem as if this particular bed should be the happy habitation of all sorts of germs, and



## No. 2

vermin that are not too particular about their surroundings. The miasmatic vapors creeping up on

either side of the picture add to the unwholesomeness of the scene. The illustration is certainly not an attractive one and the attempt to tell a white story on a gray background is a sad thing. It would be strange, indeed, to learn that anyone was attracted by this advertisement or took the pains to read it. A design like the one marked No. 2 looks clean and attractive—qualities which are surely of vital importance in all advertising.

\* \* \*

According to the advertiser the Tonsiline advertisement ornamented by the head and neck of



**TONSILINE** is the greatest throat remedy on earth. Tonsiline cures Sore Throats of all kinds very quickly, and is a positive, never-failing and speedy cure for Sore Mouth, Hoarseness and Quinsy. A small bottle of Tonsiline lasts longer than most any case of **SORE THROAT**. 25 and 50 cents at all druggists. **THE TONSILINE CO., CANTON, OHIO.**

a giraffe showed the best results of any advertisement in a fairly good series. It is not strange that such is the case. The advertisement may not be a thing of

beauty or without fault, but the idea is a clever one and the old claim evidently made in all sincerity is one which appeals to common sense as well as to the sense of humor. It is dangerous to try to be funny in advertising, but this advertisement has nothing at all silly about it—it is simply a quaint way of making a strong claim for the article advertised.

Here is a quarter-page advertisement of A. W. Faber which

### A. W. FABER

Established 1762

Celebrated  
Lead and Colored  
Pencils,  
Triangles, Rulers,  
T Squares,  
Calculating Rules,  
Rubber Bands,  
Erasive Rubber,  
Penholders,  
Inks,  
Water Colors

Send for descriptive  
circular R.  
Sample Pencils for-  
warded, postpaid, on  
receipt of 10 cents.

44-60 E. 23d St.  
New York, N. Y.



appears in July magazines. Presumably the design at the right is a trademark or bears some relation of that character to the goods. It is, however, a complicated sort of affair, certainly not a thing of beauty and of no particular use in this advertisement. It is surely without meaning to the general public and therefore its use cannot be justified by a claim that it possesses a trademark value. If the Faber people intend to use it continuously and try to give it such a value it would be wise to reconsider and try to adopt something of an entirely different and more simple nature. Its use in a quarter page ad makes an awkward-looking piece of publicity and leaves a

very limited space for the reading matter—which, by the way, is weak enough without being crowded.

A Boston friend sends this trading stamp advertisement, clipped from the *Boston Herald*, with the sufficient comment



"Granted that the trading stamp shoppers are geese, is not the ad man an ass who depicts them as such?" That seems to be about the size of it.

Here is another example of the prevalent craze for hodge-podge advertisements. This is clipped from a New York newspaper and would advertise lots on Long Island if it could be read. Whoever

**BOOM**  
THE GREATEST SHOT  
EVER FIRED ON LONG ISLAND  
**LAKEWOOD PARK**  
Rockville Centre and Freeport...  
**Lots \$25 and Upward**  
TERMS \$5 DOWN AND \$2 MONTHLY.  
CARRINGTON REALTY COMPANY,  
WORLD BUILDING, NEW YORK.

originated this idea of printing an advertisement over a picture or vice versa, has a whole lot to answer for. An advertisement of this kind is not even clever. It does not possess any merit, and even if it did, its commendable qualities would be entirely overshadowed by its illegibility. An advertisement that is too clever to read certainly defeats its own purpose.

# Fifty-One-Fifty-One

During the six months ending June 30, I received and filled fifty-one-hundred and fifty-one orders, every one of which was paid for before the goods left the shop. They came from all climates, and were used on all kinds of presses. I had a few trivial complaints, and refunded the money in one instance where the goods were condemned without being used. I received one bad check, but still have hopes that the fellow will pay when he is able. This is not such a bad record, considering that I employ no agents, run no branch houses and make no exceptions to my rule of cash with order. Send for my price list and compare it with what you pay for inks on credit. Address

**PRINTERS INK JONSON,**  
17 Spruce Street, New York.

# 2 for less than 1

## 2 Three-Deck Potter Presses

ALMOST NEW

For Less Than Cost of One New  
Press at Factory.

## COMPLETE STEREOTYPING OUTFIT FOR SALE

THE GLOBE CO.,

ADDRESS

ST. PAUL, MINN.

# Receivers' Sale

**BY PUBLIC AUCTION.**

The Plant used in the Publication  
of **THE BOOKLOVERS MAGAZINE**, at  
Philadelphia, and known as the

## TABARD INN PRESS

INCLUDING

Type, Cylinder and Job Presses, Automatic  
Feeders, Motors, Job Type, Composing  
Room Fixtures, Bindery Machinery, Fold-  
ing Machines, Cutting Machines, Office  
Furniture and Fixtures, Fire Proof  
Safe, etc.

SALE

**Friday, July 28, '05**

10 O'CLOCK, A. M.,

At OFFICE, 1025 RACE ST.

Catalogues may be obtained by applying to  
JAMES A. FREEMAN SONS, Auctioneers,  
103 South 15th Street, Philadelphia, Pa.

J. H. SINEX,  
CHAS. MAGARGE LEVIS,  
R. T. EATON,

} Receivers, Philadelphia, Pa.

# Still More About Good Copy.

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One of the most prominent American manufacturers told us the other day that he had always made every possible effort to secure the very best illustrations for his advertising that he could find, and that he was now convinced that he had for years been paying too little attention to the really vital part of the advertisement—the copy. He said further, that he intended to keep up to his standard so far as illustrations were concerned, but in addition to that to get the very best copy that his money could buy. This man has made many wise decisions in his time, but few, if any, wiser than this. It is the copy that sells the goods. The copy must embody the essential elements of salesmanship or the advertisement will be a failure. Advertising space is costly—make it an investment instead of an expense. Fill it with copy so strong and convincing that results are sure. We invite correspondence from manufacturers who realize that these things are true—an opportunity to prove our facilities for the production of the highest grade of salesmanship in printed form.

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**THE GEORGE ETHRIDGE COMPANY,**

Thirty-three Union Square, New York City.

Published by  
H. PHELPS PUBLISHING CO.  
SPRINGFIELD, MASS.  
PRINTERS: BROTHERS  
ELECTROTYPE: ELECTROTYPES

# GOOD HOUSEKEEPING

AN ILLUSTRATED MONTHLY MAGAZINE

NEW YORK OFFICE  
25 34 Ludlow Place  
CHICAGO OFFICE  
209 Dearborn Street

Springfield, Mass., July 10, 1908.

Chas. J. Zingg, Mgr.  
Printers' Ink Publishing Co.,  
10 Spruce Street, New York City.

Dear Sir:-

Good Housekeeping has, as you know, been a member of the Hall of Honor in Printers' Ink for many months past, and therefore you must be pretty well satisfied that our circulation statements are correct or we could not get into your little household.

The circulation of Good Housekeeping was investigated by the Association of American Advertisers and a report made under date of January 16th, 1908. This report showed a total paid circulation of 158,186.

It gives me pleasure to enclose herewith a copy of a count of the subscription list of Good Housekeeping June 1st, 1908, which is as follows:

United States subscribers, .....	153,794
Foreign .....	404
New Dealers (net sales) .....	28,181
Exchanges, Advertisers and Office Copies .....	2,082
	<hr/> 184,361

The balance of the edition of 200,000, our Guarantee, is distributed among agents or used as sample copies.

I send you in this mail a pamphlet containing 71 reproduced testimonial letters from advertisers who have used the columns of Good Housekeeping within the past twelve months. They represent the leading advertisers of this country. Nothing I could say could present the merits of Good Housekeeping in stronger language than these advertisers have seen fit to do.

The readers of Good Housekeeping are all of one kind—they reside over the best homes in America. The magazine is made for this one class of women, and for no other.

Compared with the large circulation figures of some monthly publications, the 200,000 and over which Good Housekeeping prints is not strikingly impressive, but this 200,000 and over is a distinct compact mass.

The readers of Good Housekeeping believe as thoroughly in the advertising pages as they do in the reading pages, hence the good results which advertisers are getting.

Very truly yours,

THE PHELPS PUBLISHING COMPANY.

*W. W. Whitney*  
Advertising Manager.



## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

E. N. Ross,

Importer, Grocer and Wine Merchant,  
Main Store, 148 and 150 Genesee  
St. Branch Store, Whiting  
Block, E. Genesee St.

AUBURN, N. Y., June 18, 1903.

### Editor Ready Made Department:

I am inclosing a few advertisements for your valued criticism, which I trust you will deem worthy of your attention. I have been a close student of your little paper for some time and have found it a great aid—in fact I owe to it whatever I may have learned about the art of advertising. Possibly the copy is not all that it should be, but the fact remains, nevertheless, that it sells goods and that is what counts.

These ads, are from the *Advertiser* and *Bulletin* of this city. I would be pleased to have you return the inclosures at your convenience.

Yours very truly,

NAPOLEON ROSS.

If, as Mr. Ross says, the Little Schoolmaster has taught him all he knows about advertising, there could be no better demonstration of his (The Little Schoolmaster's) value as an instructor in that art than the excellent ads which came with the above letter. But the Little Schoolmaster, with the wise schoolmaster's disposition to be modest and to bestow praise where it is due, wants to declare, in the presence of the whole school, that Mr. Ross has been a very apt scholar. The ads are good—exceptionally so—both in text and typography. They range in size from twelve inches single column to fourteen inches double, each featuring an offer from each of three or four different departments, distinctly divided by the display lines, and prices are not only quoted but are given such prominence as to convey the idea that they are low ones. I am sorry to say that you will have to

get duplicates of these ads, Mr. Ross, for I am going to send these to the printer, sliced into sections where they seem too long to print in their entirety, and when I am through with them they will be in no condition to return to you. Here are some of them now:

### PURE SAP SUGAR.

Up in Cortland County is a man who owns a small sugar grove.

Early in the season we arranged with this man to handle his entire output of maple sugar.

This sugar is made from pure sap only, boiled down in the old time open kettle, right among the very trees from which the sap was drawn.

We want every one who appreciates a pure article to have a cake of this sugar and see the difference between it and the kind generally sold for "pure maple sugar."

Besides—it's good for you.

Per cake 15c.

### GROCERY SHOPPING MADE PLEASANT.

Grocery shopping is made pleasant at our stores because of the general cleanliness and the clever manner in which the stock is divided into separate departments. You know just where to look for what you want and you know that what you buy is clean and wholesome.

### JUICY QUEEN OLIVES.

Perhaps you have not yet tried any of those new Spanish Olives that were imported by us some time ago. If you have not tried them you have missed one of the best offerings we have made for some time. Beyond a doubt these olives are the largest, tenderest and most perfect bulk goods every received in this city. Everyone is free from blemish, with a heavy meat and small pit. And another important factor in their favor is that they are in their original brine, which retains for them the original flavor of the freshly packed fruit.

While they last, per qt. 30c.

Quite a number of letters have recently come to this department requesting criticisms on ads marked in complete copies of the papers in which they appeared and sent under separate cover. Ads intended for this department should be clipped and mailed under letter postage to "The Ready Made Ad Man" care Printers' Ink Publishing Co., 10 Spruce St., New York, and I cannot undertake to return anything submitted for criticism, even when return postage is inclosed, for every ad reproduced has to go to the printer where it may be cut up to facilitate typesetting or otherwise mutilated.

*Short, Strong, Snappy Sentences. From the Galveston (Tex.) Tribune.*

## A Stove That Is Always Ready!

A stove that makes no smoke, smell or ashes!

A safe stove! An economical stove! A clean stove!

A stove that requires no skill to operate it!

A stove which has revolutionized "cooking," and has transformed the drudgery of the kitchen work into a pleasant pastime.

A "Quick Meal" Stove will do any and all work that can be done on a wood or coal stove, only with the difference that the Quick Meal Stoves received the Grand Prize and agreeable and reliable way.

Quick Meal Stoves received the Grand Prize and Gold Medal at St. Louis World's Fair.

**TEXAS LAMP AND OIL  
COMPANY,**

Oils, Lamps and Stoves.  
Galveston, Texas.

*Good Use of a Small Space in the  
Germantown (Phila.) Telegraph.*

## Electric Fans.

Electric fans in your dwelling mean comfort in eating, comfort in sleeping, health and happiness.

It will cost you less than one cent an hour to operate a desk fan. A Zephyr or a Gale at your command—simply turn the switch. Consult

**THE PHILADELPHIA  
ELECTRIC CO.,**

5954 Germantown Avenue,  
Germantown, Phila., Pa.

*This One Makes a Good Offer That I  
Have Never Seen Before. Robson  
& Adeo Use Four Inches Single and  
Change the Copy Daily.*

## In Engraving Old English Visiting Cards

Most engravers charge extra if your name consists of more than eighteen letters. We do not. If you have a long name bring it to us, and there will be no extra charge.

100 Cards and Plate "Old English" \$3.

Second hundred, 90c.

**ROBSON & ADEE.**

Stationers,  
Saratoga Springs, N. Y.

*Here's a Branch of the Insurance  
Business That Ought to be More  
Widely Advertised. From the  
Bangor (Me.) Daily Commercial.*

## Automobile Insurance.

We issue a floating policy covering the machine wherever located in the United States or Canada, at lowest rates.

Liability Insurance. Owners of Automobiles are liable for certain accidents occurring, and may be protected up to \$10,000 by our liability policies at small cost.

Inquire for rates.

**TYLER, FOGG & CO.,**  
Agents,  
Bangor, Me.

Best Country Daily on Earth.

THE TROY "RECORD,"  
W. S. & D. L. Croy, Publishers.  
Troy, Ohio, June 13, 1905.

Editor Ready Made Department:

Here is an advertisement clipped from the Cincinnati *Enquirer* of recent date. This firm is putting Sherman's celebrated phrase to a commercial use. It may have been used before for advertising purposes, but I have never seen or heard of it. As a headline for an advertisement it is about as startling and effective as the headline in a Chicago paper, "Jerked to Jesus," mentioned by Mr. Rowell. I would be pleased to have you criticise the ad.

Very truly,

D. L. Croy,

Editor Record.

The phraseology of the ad referred to, which is here reproduced, is, as Mr. Croy hints, more forcible than elegant. At the same time it may serve its purpose quite as well as anything that could have been printed in a two-inch double column space with a name plate that is half an inch deep. It is reasonably certain that if an ad of this sort pays at all, it would be much more profitable to take twice as much space and say some of the good things that can be said about any good belting. The ad is too general, like the statement at the head of Mr. Croy's letter, which, if true, stands absolutely alone, as a bold, unsubstantiated claim, and therefore is likely to be questioned. It would, perhaps, have been more to the point to print instead of "Best country daily on earth," the average daily issue for 1904, 1,150, which Mr. Croy has no purpose to conceal, as shown by his statement to Rowell's American Newspaper Directory for 1905; and he might have added, "The only daily paper in Troy." These statements would have conveyed information which would probably be accepted without question and as matters of interest. All of which is Mr. Croy's own business and has nothing to do with this ad and its somewhat startling, but by no means new, headline:

# WAR IS HELL!

So is a poor belt or hose. Give us your orders for factory supplies and avoid war.

THE CINCINNATI MILL & MINE

SUPPLY CO.,

227 W. Fifth St., Cincinnati, Ohio.

*One of a Splendid Series of Real Estate Ads That Have Occupied Half Page Spaces in the San Francisco, (Cal.) Chronicle.*

Do you ever think as toward six o'clock you jolt home—perhaps to a noisy flat or a musty boarding-house—about having a little home all your own; one with a green-clipped lawn around it and trailing rose vines over it; a place where the boys can get tanned and strong and you yourself feel good and comfortable—to get rid of crusty landlords forever? Well, you can have such a home. The new Key Route puts Piedmont's green hills within thirty-five minutes of the city. It's as near, in time, as many a San Francisco residence district. You can buy a house and lot in Piedmont on the installment plan at a cost no greater than you probably now pay for rent. It's a clear, simple, honest way to buy a home. Piedmont is beautiful. It is perhaps the most beautiful place for a residence in the whole West. It's quiet, restful and sunny. There are good schools. A nice class of people live there. The climate is warmer in winter and more delightful in summer than it is in San Francisco, and from the rolling hills five hundred feet above sea level you look down on city, sea and bay—a view unmatched in the world. And it's a real pleasure to ride on the clean, smooth-running electric trains that take you over. No smoke, no dust, no cinders, no bumps. Think it over. If you have children you owe it to them to make, if you can, their childhood's memory one of green hills and blue skies and flower-fragrant air rather than of San Francisco fogs, dirt and cobblestones. Again, think it over. And then call around, or just drop me a line.

WICKHAM HAVENS,

1212 Broadway,

Oakland,

Cal.

*One of Those Snappy Little Paragraphs From the "5 Points News," a Little Weekly Paper Published by Longshore & Co., Grocers of Birmingham, Ala.*

## Kerosene Price Drops.

For one week—15c. gallon at Longshore's—Five Points. The best kerosene on the market, guaranteed absolutely fireproof—the kind we've sold right along for 20c. a gallon. Now get busy with the oil cans.

*A Good and Somewhat Unusual Prescription Ad From the Danbury (Conn.) Evening News.*

## We Have It.

If your physician finds your ailment obstinate or peculiar and prescribes some new or rare drug, you will save time by bringing the prescription here. Our large prescription business and patronage of physicians requires us to keep many drugs and preparations that most stores do not carry.

Your prescription will be safest in the hands of those familiar with these drugs, and you are always sure of scientific service here at fairest possible cost.

KINNER & BENJAMIN,

Druggists,  
173 Main St.,  
Danbury, Conn.

*This One From the Albany (N. Y.) Times-Union Says Little and Says It Well.*

## The Gas Range

has transformed the kitchen into a cool, pleasant place where the cooking is done quickly and easily at a very small expense.

Strike a match, turn a valve, and your range is ready for cooking.

Ranges, \$12.  
Connected Free From Street Main.

GAS APPLIANCE CO.  
112 State St.,  
Albany, N. Y.

*An Excellent Restaurant Ad.*

## Louvre Lunches

grow in popularity—the choice of salad or soup with one of three entrees—wine—beer or mineral water and small coffee all for 35c. and the quick service make for satisfaction.

Five German beers  
The sun shines in at noon

THE LOUVRE,  
Cor. Powell and Eddy Sts.,  
J. Meyerfeld, Prop.  
San Francisco, Cal.

*A Good One From the Detroit (Mich.) Journal.*

## Rent A Piano For Your Summer Home.

If you are leaving town for the Summer and wish to get full benefit of your vacation, do not forget the music.

Music is the one in-door recreation in which every one will take an interest. It offers means to fill in many gaps when other forms of amusement are impossible, and it is a tonic and refreshment that nothing else can take the place of.

You could not get along without the Piano in your town home for a single day. Why deny yourself and family its delights during the weeks spent at the Summer home. There is no need to do so, for we rent pianos at very reasonable rates. Our renting stock is very extensive, and embraces Pianos of every grade to suit all tastes and purses.

Our facilities for taking good care of Summer renters were never better, and we guarantee prompt, satisfactory service. You may safely order by mail or phone in case you cannot make a personal selection, for we pledge ourselves to treat each customer with the utmost fairness. Pianos rented anywhere in Michigan.

GRINNELL BROS.,

Music House,  
219-223 Woodward Ave.,  
Detroit, Mich.

# *The 1905 Issue*

Rowell's American Newspaper Directory is a book published annually, which gives complete information about the greatest industry in the whole world.

It is complete, succinct and practical.

Collectively the newspapers and magazines of America own more power than all the governments on earth.

In dollars and cents of capital and earnings, the business ranks with the greatest; and in importance, influence and real value, no other compares with it.

Conceive for an instant the obliteration of all the newspapers!

Imagine the discontinuance of all the magazines, and of those journals pertaining to the various trades and professions.

There are more than 23,000 different periodical publications issued in the United States.

Every county has its local weekly. Every city has its dailies. Every trade has one or more journals or magazines. Art and literature in their highest types are disseminated in the great monthly magazines and in the national weeklies.

The growth of these publications in strength and numbers has been coincident with the growth of business in America.

Newspapers and business are interdependent.

Without a dependable statistical record of publications, their growth could never have reached its present proportions, and the difficulties of the transaction of general business would be multiplied.

Not only the advertiser is interested in Rowell's American Newspaper Directory, but every considerable business house has use for it. It is supplemental to the commercial agency book and the atlas.

It is a positive necessity to the man who expends even a few thousands per year in advertising.

It is a profitable investment for the man who expends as little as five hundred dollars per year.

It is valuably suggestive to the man who spends nothing

for general advertising but who believes that "sometime" he may like to consider such a possibility.

Even to those who do not now, and never will advertise, Rowell's American Newspaper Directory is valuable for the information it contains.

The general prosperity and intelligence of any county, or any State, can be judged more quickly and accurately from a knowledge of its newspapers than from commercial reports.

A county with live newspapers is a live county and a good place to get business from.

Trade and credit are best where newspapers are best.

Rowell's American Newspaper Directory gives the name, location, date of establishment, publisher's name, size, date and frequency of issue, politics and circulation of every publication in the United States and Canada.

These are classified alphabetically by towns and States, again by character, or class, or trade.

You wish to know the leading Republican newspaper in Des Moines—turn to Iowa and to Des Moines.

You wish to know if a paper is published in a new Oklahoma town—turn to Oklahoma and the town.

You wish to see graphically how many towns in Indiana are enterprising enough to support papers of over 1,000 circulation—turn to the map of Indiana, which shows such towns and no others.

You wish information of any given line of trade, but you do not know if, or where, or by whom, there is published any journal devoted to that trade—turn to the classification by trades and get the name, place, circulation and frequency of issue.

Is there a journal of taxidermy, of photography, of iron, of mining, of stoves, coal, or hay?

The Directory will tell.

Who better than the editor of a trade paper knows the new and old things of his trade?

The Directory will let you reach him with your query.

Do you wish to judge the conditions in any given town or city? Do you wish to know what your customer is pushing and what is his competition? Do you wish to write him an intelligent letter about his local conditions?

What better than an examination of his local news-

papers containing his own and his competitor's advertising? Where will you find the names and addresses of the papers so you may secure copies?

These are a few of the uses of Rowell's American Newspaper Directory.

It should have a place in every business office where a knowledge of the general conditions of the next county, or the furthest State is desirable.

No man can spend an hour perusing its pages without acquiring a broadened vision of the country, its possibilities, and the facts and potentialities of his own business.

Rowell's American Newspaper Directory differs from other newspaper directories primarily in point of accuracy.

It was established thirty-seven years ago by Mr. Geo. P. Rowell.

Prior to its first issue, there did not exist any published list of American periodicals.

Through all of its years, the Rowell Directory has been the only one which made any serious effort to secure accurate circulation statements from publishers. Its strenuous pursuit of the facts about the number of copies actually printed has made for it many cherished enemies among those who did not wish the truth to be known.

On November 10, 1904, Rowell's American Newspaper Directory passed into the hands of the Printers' Ink Publishing Company. It is an absolutely independent publishing enterprise.

Copies of the Directory are sold only for cash. Advertising space can be secured for cash only.

This is the only Directory of which these things are true.

It is the only Directory seriously regarded by large advertisers, and even advertising agents who publish directories of their own, generally find that they must depend upon Rowell's American Newspaper Directory for real information.

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**Cloth and gold; over 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.**

**SEND ORDER AND MAKE CHECKS PAYABLE TO**

**CHAS. J. ZINGG, *Manager*,**

**10 Spruce Street (up stairs),**

**NEW YORK CITY.**



# Talks On Advertising

## Why Some Advertisers Grow Wealthy While Others Fail

**S**IXTY PER CENT of all Advertisers fail! Because, they spend their money for Space, under the delusion that Space, filled with anything "Catchy" is "Advertising."

They believe that "Money Talks" in Advertising, even when it says nothing.

They forget that Space costs the same whether we fill it with Pictured Nothings or with enduring Convictions.

And, the difference, in results, between two kinds of "copy," costing the same for space, in a single advertisement, has often exceeded 80 per cent, as our records on tests prove.

General Advertisers, who have no means of tracing direct results, and who spend their money for "General Publicity," will smile at this.

But, Mail-Order Advertisers know it is true.

The "1900 Washer Co." of Binghamton, N. Y., or the Wilson Ear Drum Co. of Louisville, for instance, could afford to smile at Advertisers who doubt its being true.

These are the kind of Advertisers to whom Advertising is not a blind speculation, but systematic eye-open investment.

Their records show the precise cost of every inquiry for their goods through advertising, because their every Advertisement in every Medium is separately keyed.

They can thus gauge accurately the relative earning power of each separate bit of copy published at their expense, and of each medium in which that copy has been inserted.

They thus know what kind to

avoid, as well as what kind to use.

\* \* \*

Please note that the Lord & Thomas definition of "General Publicity" is "Keeping-the-name-before-the-people." When we speak of "General Advertising," we mean copy which sells goods through the Retailer. This latter class of advertising constitutes three-fourths of our business.

And note also that we are NOT "advising" General Advertisers to GO INTO MAIL ORDER BUSINESS.

WE DO, however, strongly insist that all Copy for GENERAL ADVERTISING should possess as much positive SELLING-FORCE and CONVICTION as it would NEED to actually and profitably SELL Goods direct BY MAIL.

\* \* \*

Here is the actual experience of a well-known national Advertiser, who sells a \$5.00 article by mail only.

This Advertiser has proved that a certain fixed average per cent of his Inquiries convert into direct sales through his "follow-up" system.

Each Inquiry is therefore worth a certain fixed price to him which he can pay with profit.

One single piece of copy has been run for that Advertiser, practically without change, in all mediums used, for over two years. About \$200,000 has been spent in repeated publication of that single bit of copy. Why?

Because, it produced results (Inquiries) at lower cost than any other copy ever run for them in eight years, until lately.

The first month Inquiries from it cost (say) 85 cents each.

Repetition, for two years, wore out some of its interest, so that Inquiries from it finally cost an average of (say) \$1.00 each.

New "copy" had been tried a great many times, written by many different ad-smiths, but no other ad ever produced the Inquiries at less than \$2.85 average, till lately.

Some of the copy that *looked* good enough to try, cost \$14.20 *per Inquiry*. And *that* was better looking copy than half of what fills "General Publicity" space in costly mediums at *this very minute*. \* \* \*

Consider what the knowledge derived from a large collection of certified data, like the above, means when placed at the disposal of General Advertisers who now "go it blind" on copy.

If the \$5.00 article had been sold through Retailers, in the usual way, without accurate means of checking *results* from every advertisement, it is more than probable that the \$14.20 kind of copy would have been used continuously.

Because, *that* was the "catchy" kind, so much in favor at this very minute with "General Publicity" Advertisers.

And, it would have been considered *good* copy so long as the *salesmen* did its work in addition to their own, the General Results being credited in a general way to "General Publicity."

But,—it would clearly have required *fourteen times as much* of that "\$14.20 kind" of alleged "Advertising" to produce the same amount of *selling effect* upon the public as the "85 cent kind" of copy (which averaged about \$1.00 per inquiry over the two years) actually *did* produce.

Let us figure this out more conclusively:

The Blank Company spent about \$75,000 per year, for space, with copy producing Inquiries at about \$1.00 average.

It would thus have cost them about fourteen times as much, or \$1,050,000 per year, to sell as many of their \$5.00 articles through the \$14.20 kind of "catchy" copy as it actually *did*

cost them to sell the same quantity with the \$1.00 average kind of copy.

Good Reader, get that thought clearly into your mind, for we're talking cold *facts* now,—facts we can verify to any prospective client. \* \* \*

What was it worth to the Blank Company to get a new advertisement which would pull Inquiries at the old rate of 85 cents each, when their most successful copy had worn out, after two years' use, so that Inquiries were finally costing them \$1.25 average?

Figure it out and you'll see that *one* single piece of such copy would be worth a third of their \$75,000 yearly appropriation, viz., \$25,000.

Because, it would add a third to what their appropriation is solely spent for, viz., Inquiries for their goods.

But Lord & Thomas "Reason-why" Copy did better than that, when applied.

It reduced the cost of Inquiries, for the self-same \$5.00 article, to *41 cents average*, during all the months it has been running. \* \* \*

Now Reflect what similar treatment with *your* appropriation would mean to you, Mr. Advertiser!

The earning power of every dollar *trebled* by the mere substitution of Lord & Thomas "Salesmanship-on-Paper" for the best copy the Advertiser had in ten years prior to that substitution.

An Advertising appropriation of \$75,000 made equal in *proven earning power* to what \$225,000 *would have earned*, with the copy which preceded it and which was producing Inquiries at \$1.25.

That single piece of Lord & Thomas copy, now running practically *without change* for about four months, has in that time produced approximately 60,976 Inquiries. These are *worth \$1.25 each* to the Advertiser, or \$91,464 in all though we reduced their cost to 41 cents each with an actual outlay of about \$25,000.

In four months that one piece of copy has thus earned \$66,466 *more for the Advertiser* than the

\$1.25 kind of Copy used immediately before it had produced from the same investment.

And, what *made* it pull Inquiries, by Mail, is precisely what *would make* it produce Inquiries verbally for the goods, through Retailers, by the use of Lord & Thomas' "*reason why*" and *Conviction* in the Copy.

\* \* \*

This, Mr. Advertiser, is only one of many actual instances that we can prove up to Advertisers who agree to place their appropriations through us provided we do thus prove up our capacity to increase Results, with their present appropriations.

Other Advertising Agents will belittle this statement because they do not know what we do about comparative Results from actual Tests on Copy, such as we have made.

They cannot know what our "*Salesmanship-on-Paper*" is capable of doing. Because they have never had the equipment to produce it, nor the organization to record and compare Results from it with "*General Publicity*" results, in such a way as to provide a reliable guide for the writing of future Copy.

Moreover, it is not *their* money that pays for the space they fill with "*General Publicity*,"—the "\$14.20" kind of Copy.

They risk nothing in any case. Their commission is just as safe when they fill *your* space with cheap and catchy "*General Publicity*" as it would be if they filled it with that reliable "*Salesmanship-on-Paper*" which produces results for "41 cents" as against \$14.20.

But,—how can you hope to compete when using such "\$14.20" copy against your competitor who may pit our "41 cent" kind of copy against you?

Not one Advertising Agency in America pays a *third* what we do (viz.—\$72,000 per year in Salaries) for a capable Copy-Staff.

Not three, in America, pay individually a *fifth* of what we pay for Copy.

Three-fourths of what other Agencies spend for "*Service*" is paid to able Solicitors who simply sell you Space but cannot help you to fill that space with the Kind of Copy that brings you back large profit.

Not a *fifth* of what other Agencies pay for "*Service*" is invested in the Copy, which alone determines how profitable or unprofitable that space be made for you.

The Advertising world is waking up to this fact, Mr. Advertiser, and don't forget that it is we, —Lord & Thomas—who are doing the awakening.

Could we afford to raise this disturbing question, on the tremendous importance of "Copy," if we were not the best equipped Advertising Concern in America to produce the kind we are talking about, for Clients who want it?

We have cited a Mail Order proposition in this article simply because it provided a simple example of traceable results on one kind of Test.

But, we have proved that what makes Copy sell goods by Mail makes it sell them, in equal ratio, through Retailers, over the counter by General Advertising.

Our article "Making Sure of Results from General Advertising" in another June Magazine explains this phase of the subject clearly.

Write us to-day for our "Book of Tests on Advertising." It is free to General Advertisers, and to Mail-Order Advertisers. Its price to all others is \$5.00 cash with order.

# LORD & THOMAS

ESTABLISHED 1873

Largest Advertising Agency in America,  
CHICAGO. NEW YORK.

# The Kansas City Journal.

ESTABLISHED 1854.

Kansas City, Mo., July 8, 1905.  
Printers' Ink Publishing Co.,  
New York City.

Gentlemen:

We are in receipt of a copy of the 1905 edition of Rowell's American Newspaper Directory, and note by your statement in the preface that you are now publishing the Directory entirely independent of the advertising agency with which it has been so long identified.

We believe that this step will meet the approval of both advertisers and publishers, and that the American Newspaper Directory will ultimately occupy a position which could not be attained as a department of an advertising agency.

Yours very truly,

THE KANSAS CITY JOURNAL

By

*U. A. Hosterman*  
Advertising Manager.

# "Positively The Very Best."

E. KATZ,  
SPECIAL ADVERTISING AGENCY,  
230-231-232-233-234 TEMPLE COURT,

NEW YORK, JUNE 21, 1905.

MR. CHAS. J. ZINGG, Manager,  
American Newspaper Directory,  
10 Spruce St., New York City.

DEAR SIR: I wish to add my views to the many already received by you, endorsing the issue of Rowell's American Newspaper Directory for 1905. It is positively the very best edition ever published and will be of great value to the general advertiser and advertising agency who place business in the various publications that are rated in the same. There have been a great many smaller papers added, giving in detail information that the general advertiser has been seeking, which must make it of more value than ever to the many subscribers that take it year after year. The many new ratings in the line of circulation statements of smaller papers is something that has been wanting for many years. I believe that you are on the right track now, and if you will continue as you have, Rowell's American Newspaper Directory will be an absolute necessity in every mercantile house that recognizes the fact that advertising is a part and parcel of every first-class business firm's expense account.

I also wish to state the fact that I have never had any trouble to get a proper rating in Rowell's American Newspaper Directory for any of the papers that I represent, whether the same carried our advertisement or not, as long as the publisher was willing to furnish the statement of circulation required by the well-established rules of the publisher of the Directory—viz., giving a detailed statement of every issue for a year past, and signed by the proper party in authority.

Hoping that you will continue to add many of the smaller papers to your already excellent list contained in the improved Rowell's American Newspaper Directory, I remain,

Sincerely yours,

A large, stylized handwritten signature in dark ink, likely belonging to E. Katz, the Special Advertising Agency mentioned in the letter. The signature is fluid and cursive, with a prominent initial 'E'.